Beauty,baby & every day essential

- Beauty
- Cosmeceuticals Company
- Lady Care
- Oral Care
- Baby & Mom
- Equipments

Skin care-Skin cure-Hair care-Hair cure

SKIN

COSMECEUTICALS

Cosmeceuticals

mixture between cosmetics and medicine

Like cosmetics topically applied to improve appearance.

Like drugs contain ingredients that influence skin biological functions.

Cosmeceutical Companies

Eucerin®

NUXE
PARIS

URIAGE
EAU THERMALE

BIODERMA
LABORATOIRE DERMATOLOGIQUE

ABC Derm
by BIODERMA

DUCRAY
LABORATORIOS DERMATOLÓGICOS

VICHY
LABORATOIRES

A-DERMA
RHEALBA® HAFER

LA ROCHE-POSAY
LABORATOIRE PHARMACEUTIQUE

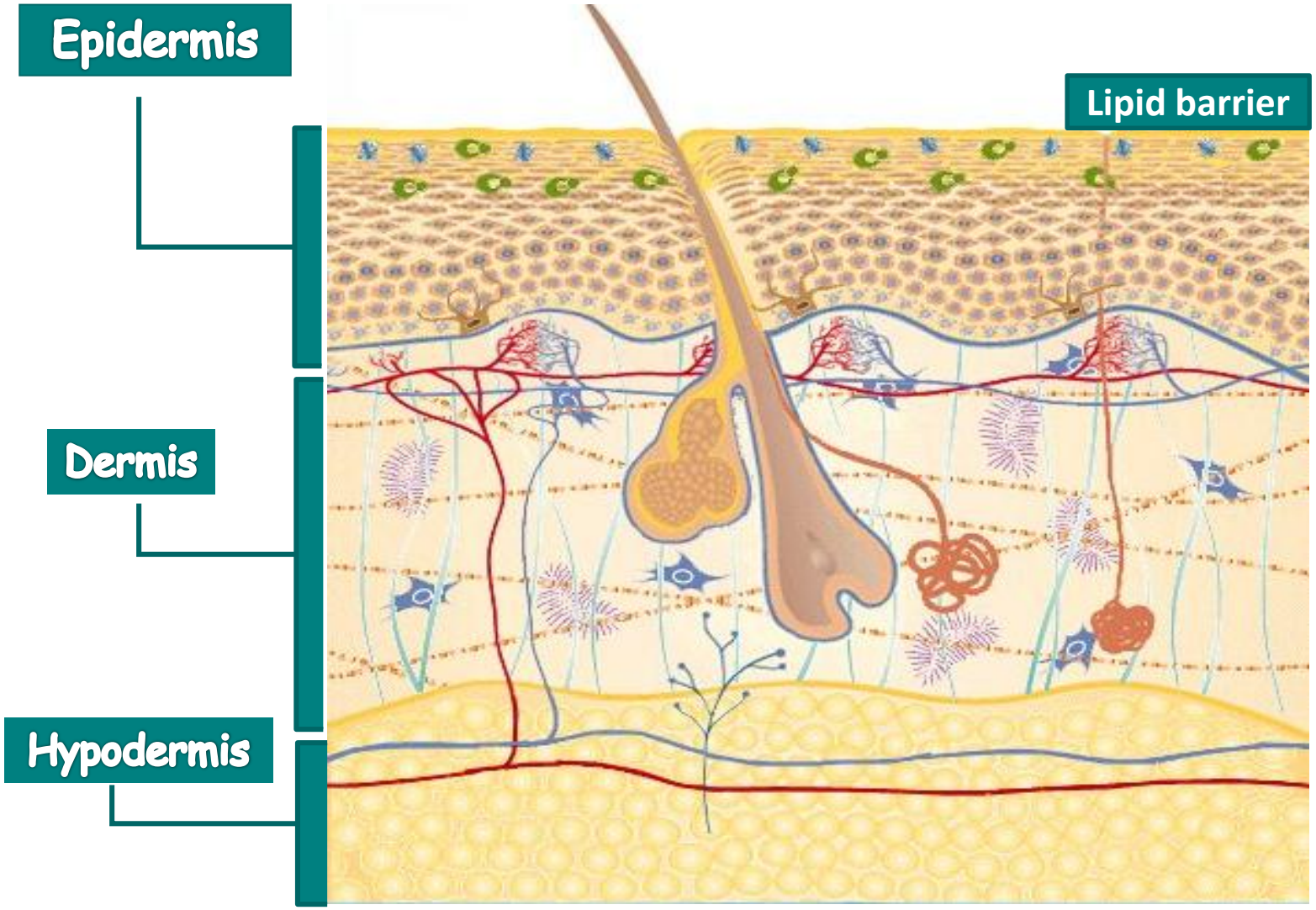
Foltene

Mustela®

Skin

Care	Cure
Cleansing	Hyperpigmentation
Toning	Aging (wrinkle)
Exfoliation	Cellulite
Moisturizing	Stretch Marks
Sun Protection	Acne

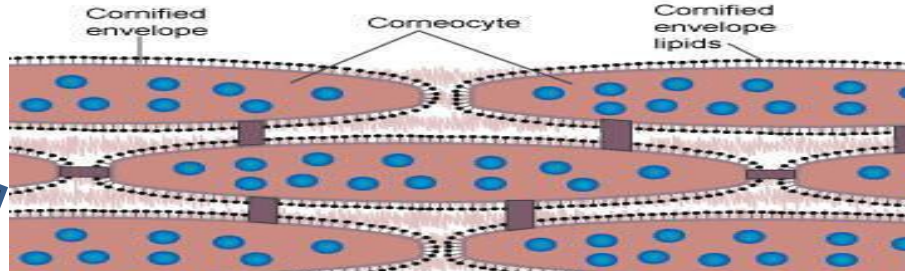
Skin structure



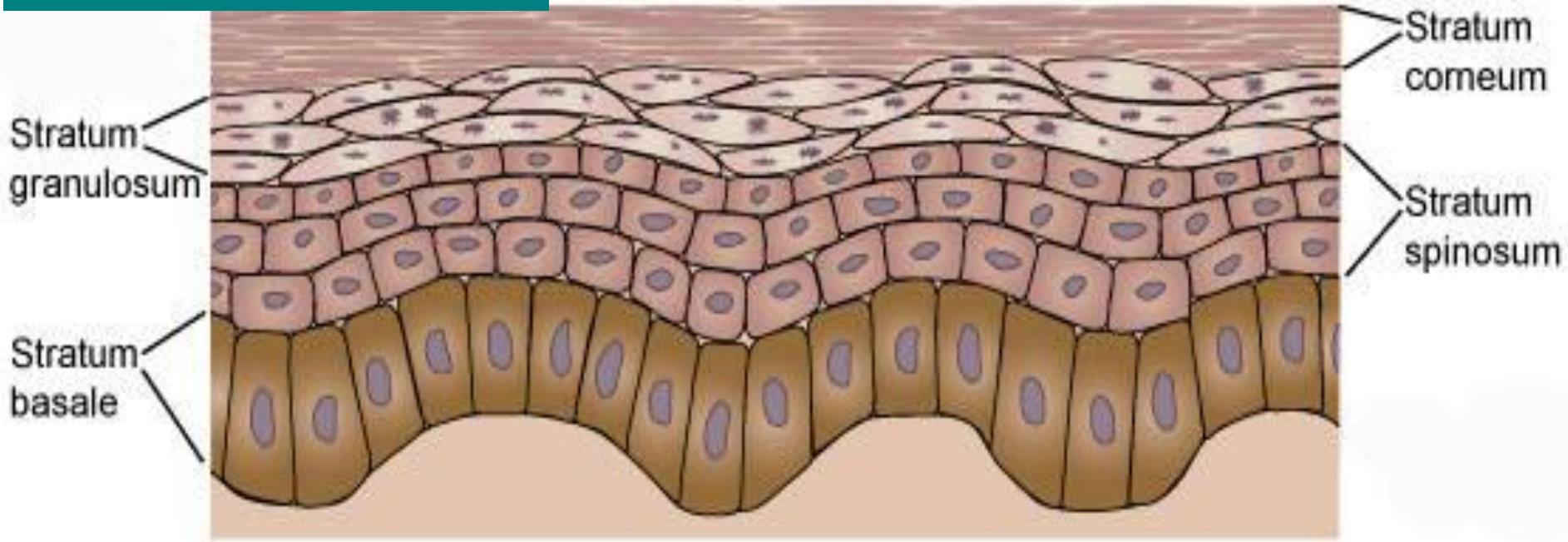
Skin consists of 3 layers (epidermis, dermis and subcutaneous hypodermis)

Skin structure

Epidermis



Lipid barrier



Lipid barrier (stratum corneum)

Consist of **corneocyte** which contain NMF (urea & AHA) &connected together with Cement(ceramide , cholesterol & fatty acids)

Types of skin

The skin can be classified according to

Sebum secretion

- Oily Skin
- Dry Skin
- Combination Skin
- Normal Skin

Color

- Phototype 1
- Phototype 2
- Phototype 3
- Phototype 4
- Phototype 5
- Phototype 6

Sensitivity

- Sensitive
- Non Sensitive

Dry skin

Tight

Dry skin

Dry skin

Scaly

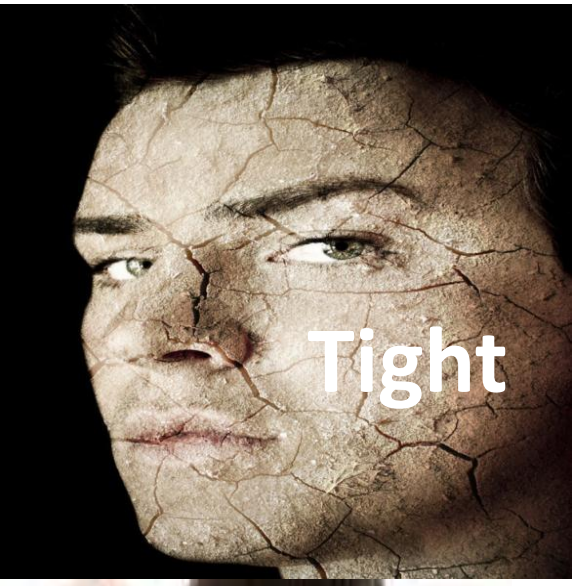
Dry skin

Fine line

Dry skin

Itching

Dry skin



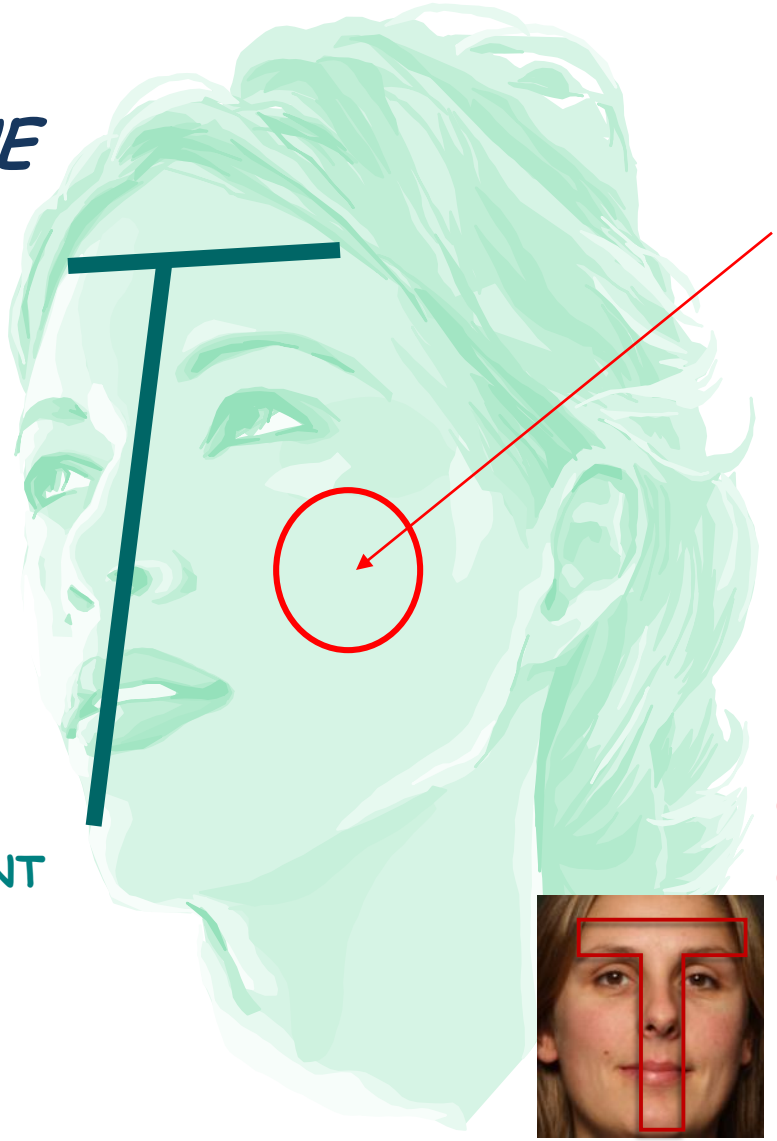
Symptoms of dry skin

- ❑ Tight
- ❑Rough
- ❑ Scaly
- ❑ Fine line
- ❑ Loss of radiance (dull)
- ❑Itching

Shiny & enlarged pores

Combination skin

- *OILY T ZONE*
  - open pores
  - impureties
  - black Head
  - shiny



- *DRY CHEEKS*
  - taut
  - pulling
  - coarse
  - flaky

- T ZONE :
  - o DEEP CLEANSING
  - o MATTIFYING AGENT (SHINE REMOVING)

- CHEEKS :
  - o HYDRATION
  - o NUTRITION

Cosmeceuticals

Skin

	Care	Cure
1	Cleansing	hyperpigmentation
2	Toning	Aging
3	Exfoliation	Cellulite
4	Moisturizing	Stretch Marks
5	Sun Protection	Acne

Step1 : Cleansing

Step1 : Cleansing

Benefits

- Clean dirt, makeup and contaminants.
- Clears the way for the penetration of the active ingredients you may want to apply afterwards

Frequency

twicedaily

- More than twice for oily skin .

Cleansers classification

Cleansers

Skin type

- Normal
- Dry-sensitive
- Combination & Oily

Function

- Whitening
- Anti-aging
- Make-up remover

Cleansers
Application
Wet
Rinse off
dry

WET
DRY
Soap bar
Cleansing gel
Cleansing cream
Cleansing foam
Cleansers
Application
CLEANSING
Cleansing Milk
Cleansing Lotion
Cleansing Solution
Cleansing wipes

Wet cleanser

Dry cleanser

Wet & Dry

Cleanser For Whitening

Wet cleanser

Wet cleanser

Wet cleanser

Dry cleanser

The skin around eyes has

- no sebaceous gland
- thinner & more sensitive
- stressed by frequent eye movement
- It overlies dense capillary network

Eye cleanser

Eye make up products are of wide variety in their characters

(water-based,water resistant or water proof formulas).

Eye make up remover

*Suitable For eyes (sensitive area)

*Remove water resistant eye make up

Skin

Care

1. Cleansing
2. Toning
3. Exfoliation
4. Moisturizing
5. Sun Protection

CLEANSING PROCESS

- cleansing
- toning

- Pore tightening
- Decrease sebum secretion
- Removal of cleanser residue
- Cooling effect

Second step of cleansing (toner)

TONERS NAMES

- ✓ Skin Fresheners.
- ✓ Skin Tonics .
- ✓ Toners .
- ✓ Astringents .
- ✓ Pore lotion .
- ✓ Pore tightner.

Astringents found in toner

(Which constrict the pores to prevent the entery of dirt into pores)

- Short chain alcohols : ethanol.
- Denaturized ethanol is commonly used as the astringent material at levels 5-25 % .
- Organic acids of low M.W :

ex : lactic and citric acid

- Al. salt & Zn. salt

Toner for oily skin

- High levels of alcohol or tannins
- Antimicrobial agents .(Triclosan , benzalkonium chloride)
- Keratolytic agents ex.(Salicylic acid, glycolic acid)

Toner for dry skin

- Alcohol-free toners are products of choice .
  Or very Low alcohol conc. Toner.

- moisturizer as Allantoin or chamomile

No Alcohol

toner

Eucerin
Dermo PURIFYER
TONER
Clears the skin
and prevents blemishes
2% Lactic Acid
Follicle Targeting System
Oil Free
DERMATOLOGICAL SKINCARE

VICHY
NORMADERM
ACNE-PRONE SKIN
Purifying pore
tightening toner
200 ml 6.7 FL.OZ.

Skin

Care

1. Cleansing
2. Toning
3. Exfoliation
4. Moisturizing
5. Sun Protection

Exfoliation

Exfoliate your way
to healthier skin

Exfoliation

benefits

1-Removal of dead cells

2-Renewal of skin (Whitening)

3-Collagen stimulation (Wrinkle)

Exfoliation = peeling = scrubbing

Types

Physical exfoliation

DEPEND ON FRICTION BETWEEN SKIN & BEADS OF EXFOLIATOR

Chemical exfoliation

- AHA
- Isotretinoin,
- Azelic acid,
- Retinoic acid
- Retinaldhyde,
- Beta hydroxy acid (salysilic acid)

Exfoliation = peeling = scrubbing

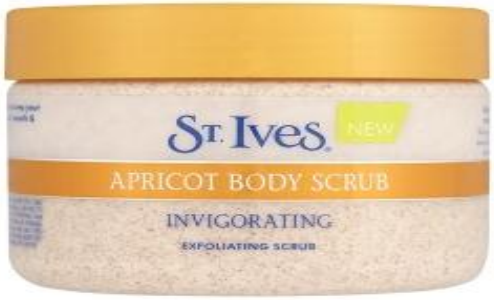
(physical scrub) Abrasive Scrubs

according to the type of beads used for performing abrasion :

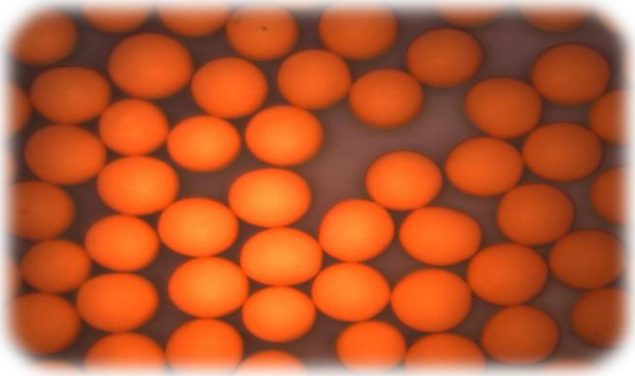
- Ground and fruit beads
- Polyethylene beads .

Ground & Fruit beads

- Cheap in price .
- they are rough-edged particles
- Not suitable for sensitive skin
- Suitable for body



Polyethylene Beads



- Found in the most products on market these days.
- smooth edges , oval ,rounded & mild scrubbing,
- Suitable for sensitive skin.

Vichy normaderm scrub

Polyethylene beads

Finely crushed apricot kernel

fruit beads

NUXE face exfoliating gel

For Sensitive skin

Chemical Exfoliation

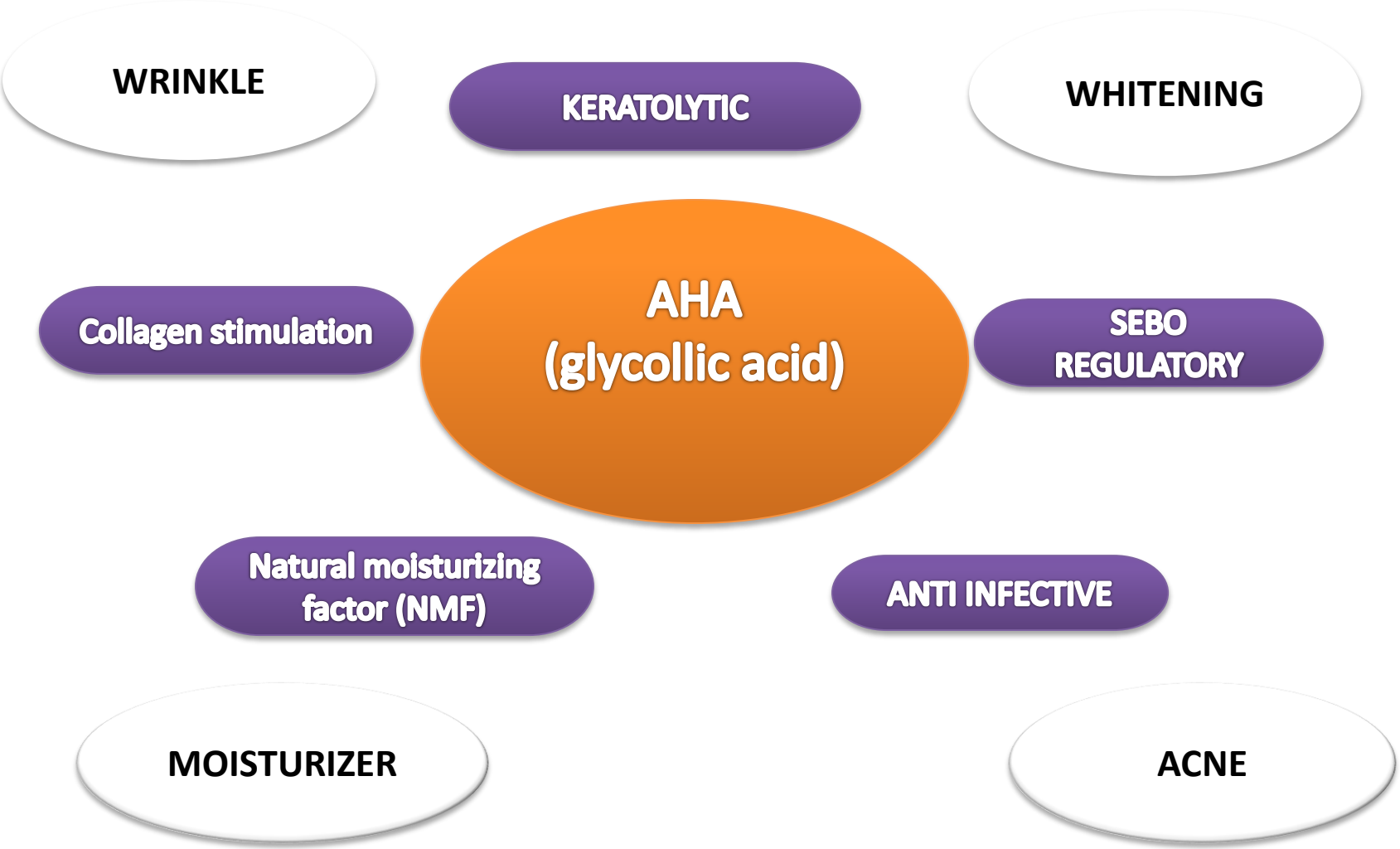
- AHA
- LHA
- ISOTRETINOIN
- AZELIC ACID

AHA

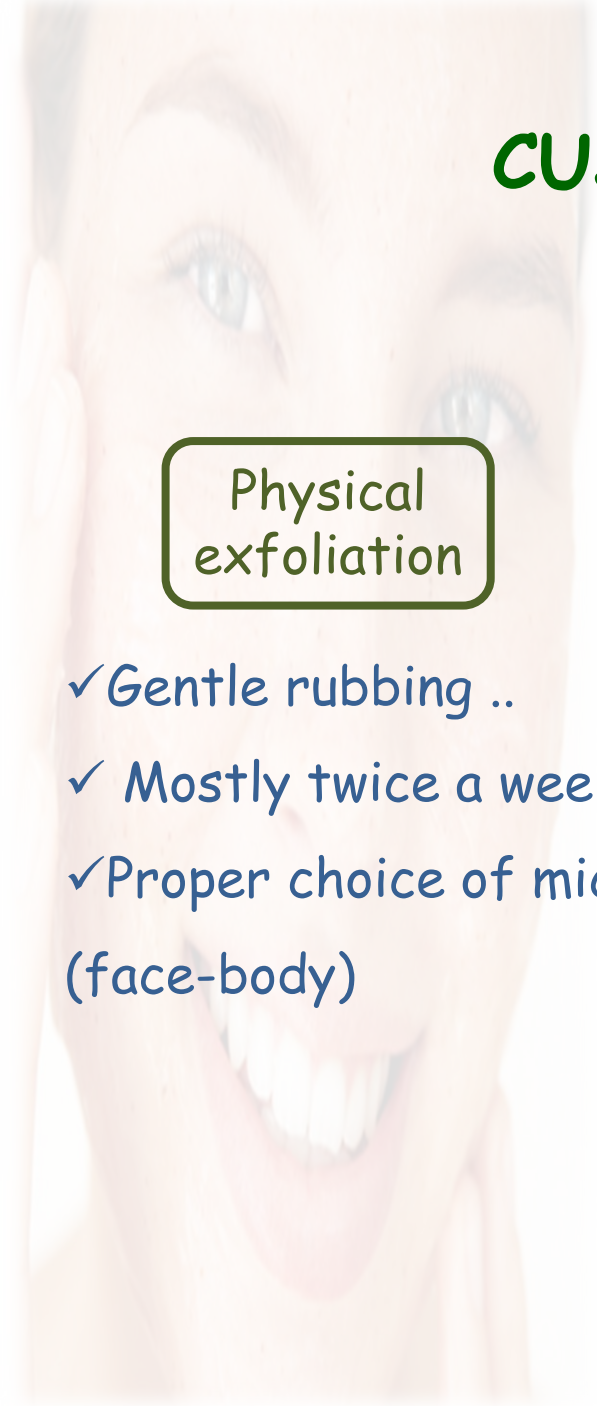
✓ Glycolic acid	Citric acid
Malic acid	✓ Lactic acid
Tartaric acid	Pyruvic acid

Chemical Exfoliation

USES OF AHA (GLYCOLIC ACID)



CUSTOMER EDUCATION



Physical exfoliation

- ✓Gentle rubbing ..
- ✓ Mostly twice a week
- ✓Proper choice of micro-beads size (face-body)

Chemical exfoliation

- ✓Thin layer once a day at night
- ✓Do not exceed 15 % in OTC
- ✓Using sun protection morning

Chemical exfoliator

White objective Serum
12% glycoloic acid

Skin

Care

1. Cleansing
2. Toning
3. Exfoliation
4. Moisturizing
5. Sun Protection

MOISTURIZING

Moisturizing

WHY ?

1- smooth, radiant healthy appearance.

2- slow trans epidermal water loss (TEWL)

3-prophylaxis against wrinkle.

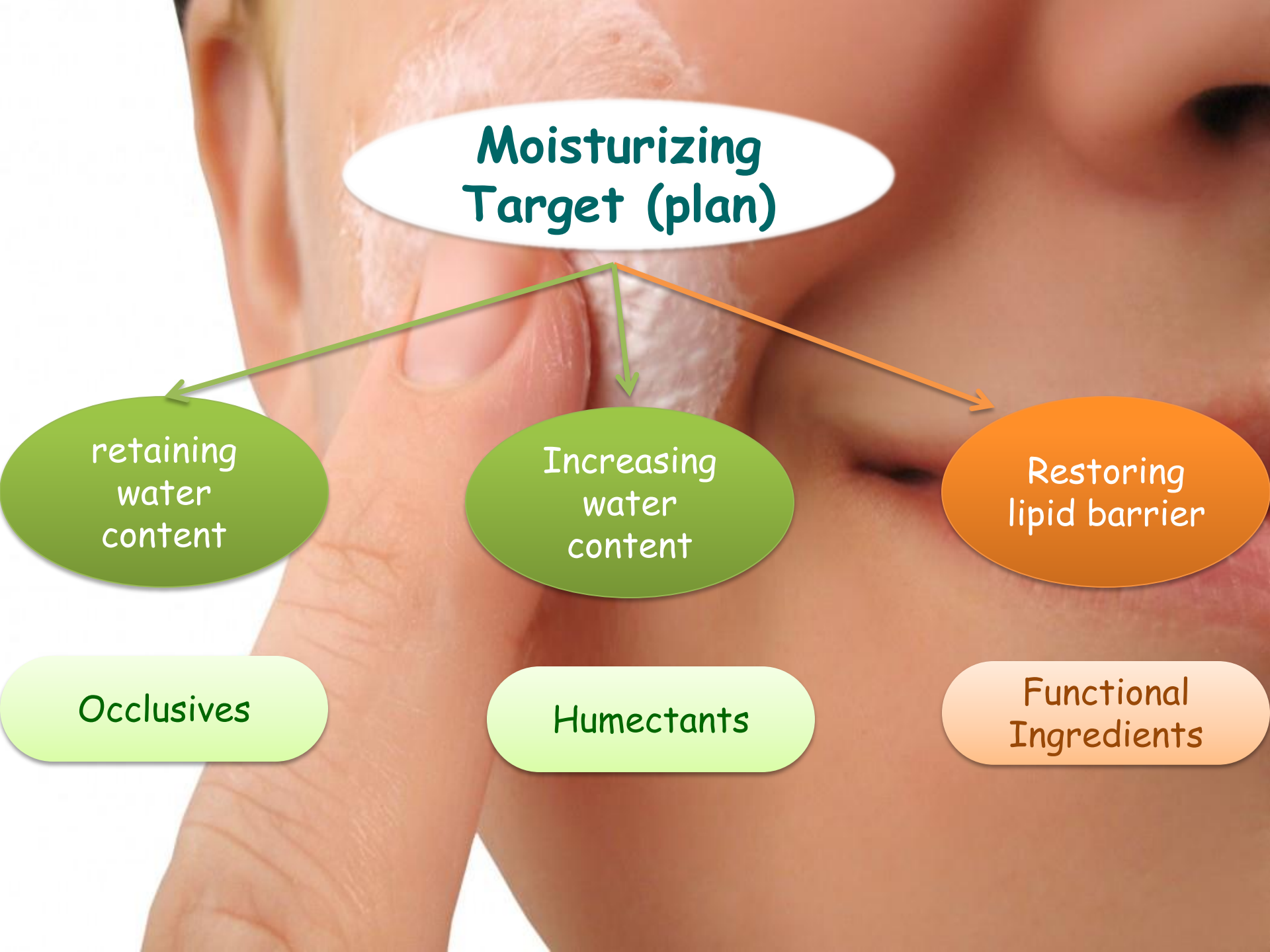
Dry skin ……
(lack of water or lack of lipid)

Regular soap
Excess caffeine
Isotretinoinum
20 mg
100 Kapseln
Roche
Low estrogen
Wind & dry weather

Moisturizers

What causes dry skin ?

- **Frequent washing:** remove oily layer that protect the skin
- **Ordinary soap (high PH which irritate the skin)**
- **Sun exposure & dry wheather**
- **Aging :** as we age ceramide,lipids &fatty acids level decrease resulting in increase in **TEWL** (trans epidermal water loss)
- **Lack of nutrient:** (omega 3 vitamin A,E,ZINC)which affect integrity of skin
- **Some drugs :-** like diuretics ,antihistaminic ,isotretenoins
- **In female during menopause** due to decline in estrogen hormone


Moisturizing Target (plan)
retaining water content
Increasing water content
Restoring lipid barrier
Occlusives
Humectants
Functional Ingredients

1-Occlusives

Oily layer on the skin which decrease water evaporation

- Lanolin is the first one used.
- Petroleum jelly the most common recently.
- Beeswax.

Effective when applied directly after washing

Limitation of Occlusive

- Occlusive have some limitations
  - Odor .
  - Potentially allergic.
  - Greasy.
  - Comedogenic.

2-Humectants

- Humectants are substances that absorbs water :
  1. from the dermis to the epidermis.
  2. from the external environment .(humid weather)

but in dry condition?

Common Humectants

Medscape® www.medscape.com

- Glycerin
- Hyaluronic acid(HA): Humectants & filler
- Propylene glycol
- Urea : - NMF
  -Humectants
  -10% and above has keratolytic effect

3-Functional Ingredients

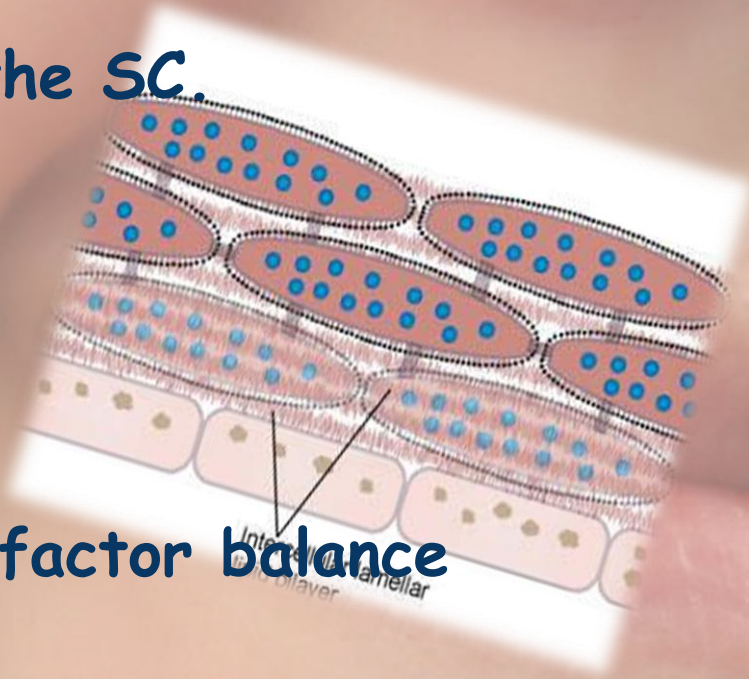
The ingredients that intend to :

- **restore lipid barrier functions of the SC.**

  ceramid

  omega 3 & omega 6

  vitamin pp



- **Restoring the natural moisturizing factor balance**

  urea

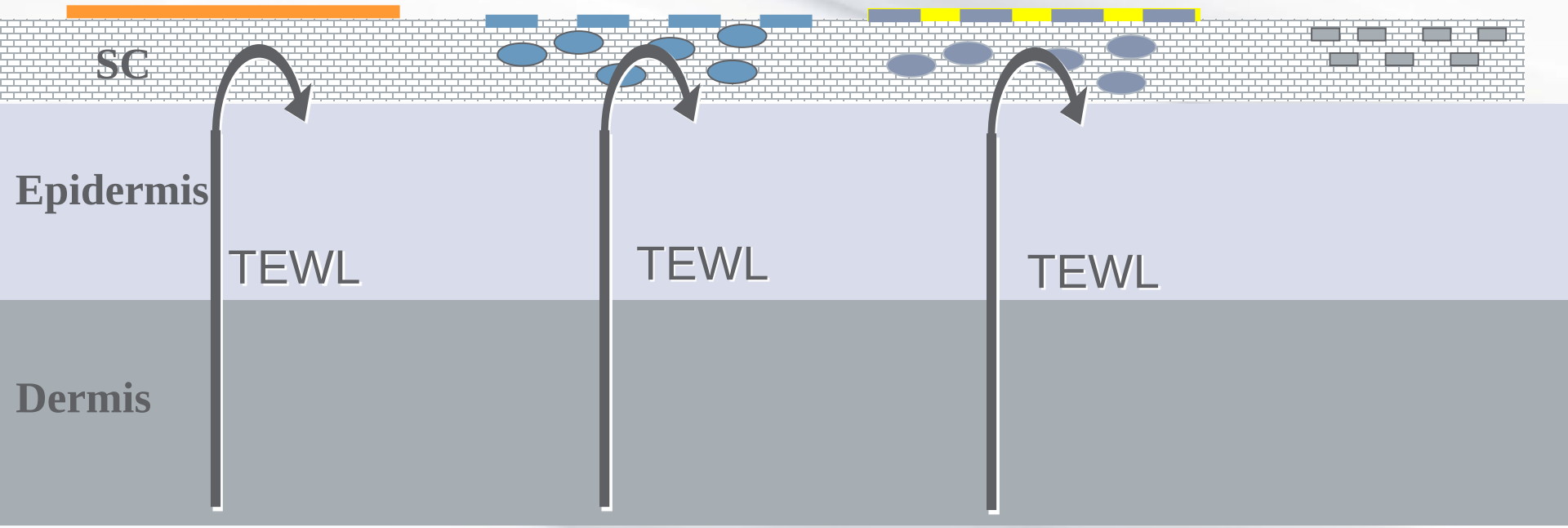
  lactic acid

lipid barrier composed of ceramid, cholesterol & fatty acid

occlusive
Oily layer
(Vaseline, wax…)

Humectants
(Glycerin, …)

Restore lipid Barrier
(Ceramides,…)



Summary for moisturizer

Moisturizer

Moisturizer for oily skin

Dryness of oily skin is due to

- **Age**
- **Weather**
- **Some medicine like Roaccutane**

Humectants-occlusive-non comedogenic

Moisturizer

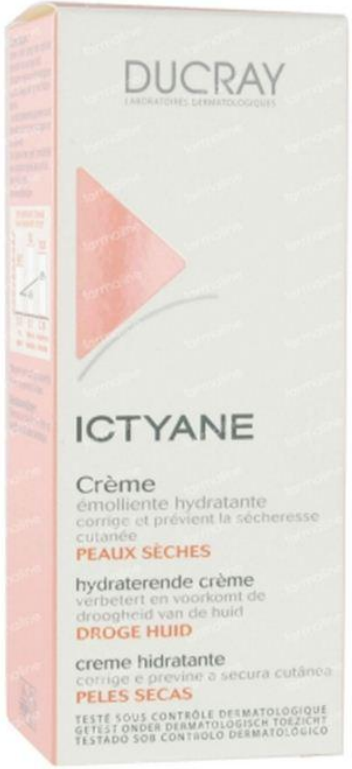
Moisturizer for occasional dryness

AQUAporin
ACTIV
LIGHT

Moisturizer

Moisturizer for occasional dryness

AQUAporin
ACTIV
RICH



Moisturizer

Moisturizer for Sensitive & dry skin

Humectants-occlusive-fragrance free

Moisturizer

Moisturizer for non occasional dryness (Atopic skin,……)

Ceramide

Omega 3 & 6

Face cream

Urea &lactic acid

Vitamin pp

Humectants-occlusive-functional ingredients

Moisturizer

Very Dry ,rough & scaly skin (elbow – knee)

Urea 15 %
Urea 30 %

Lactic acid
Urea

Humectants-occlusive-Keratolytic (urea ≥10 %,AHA,Salyicylic acid)

Moisturizer

Moisturizer for Body

Milk-lotion

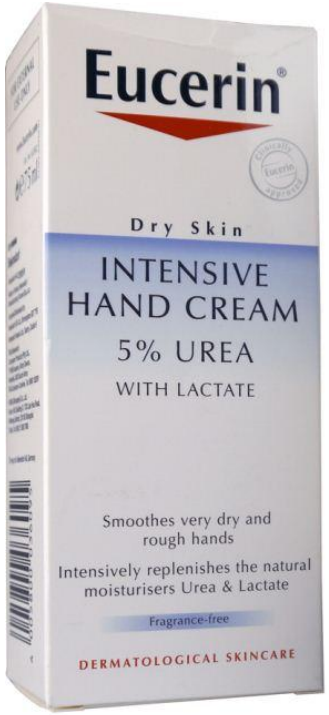
For sensitive skin

Nuxe Body lotion

Moisturizer

Hand cream

Honey derivative



Humectants-occlusive-water resistant(silicon)

What is difference

Skin

Care

1. Cleansing
2. Toning
3. Exfoliation
4. Moisturizing
5. Sun Protection

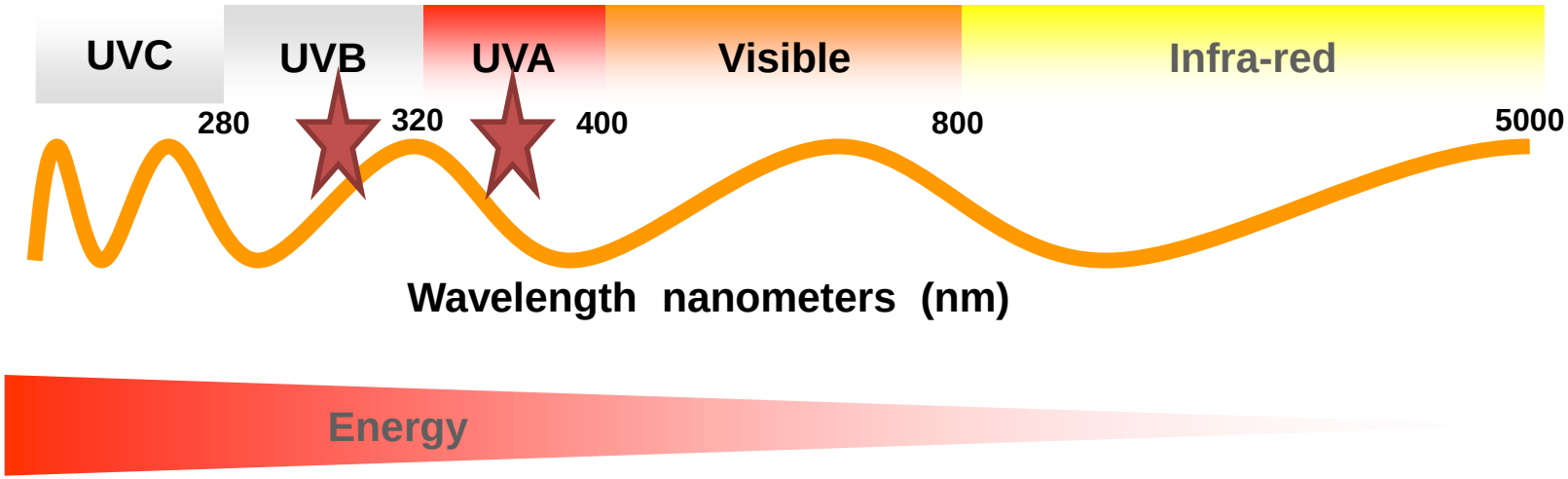
Sun care

SUN SCREEN

SUN TAN

SUN BURN

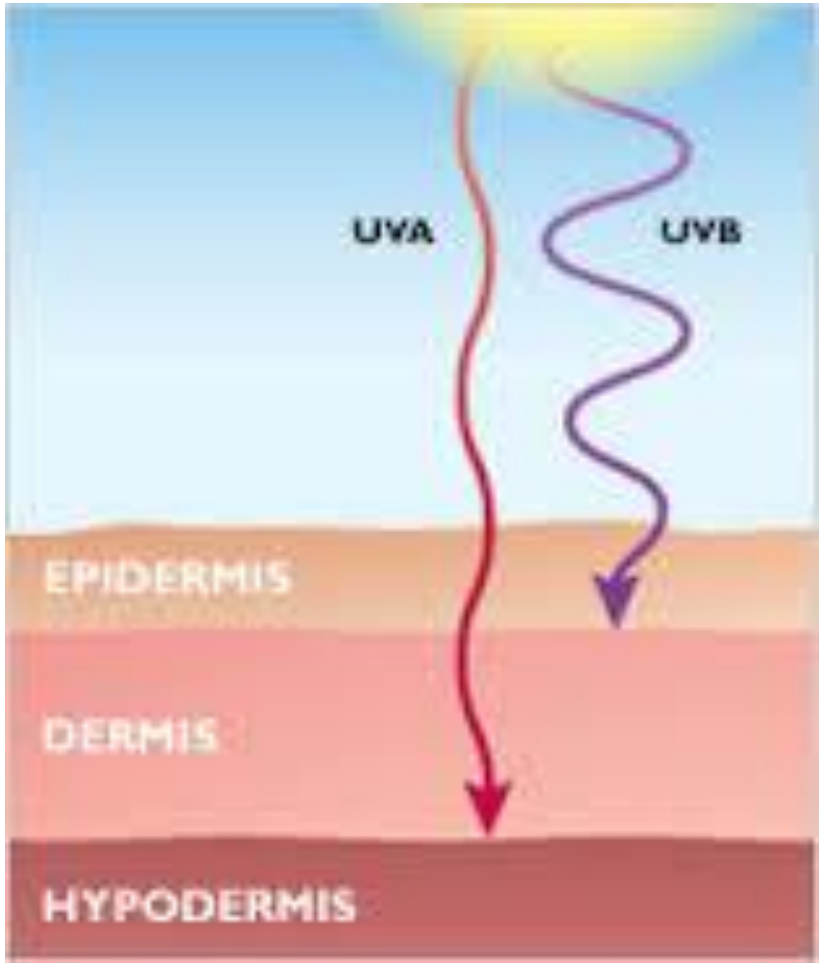
Normal solar radiation

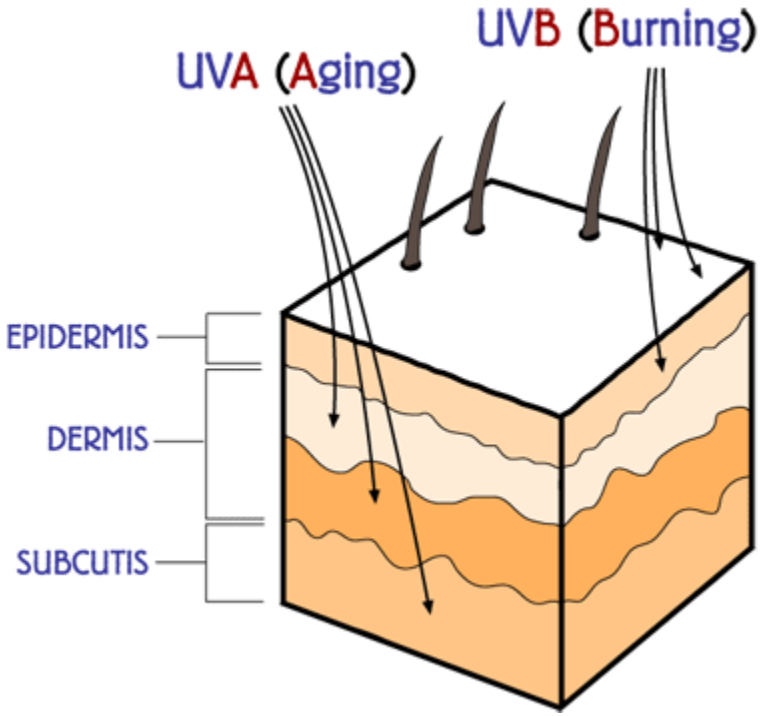


UVB: high energetic (short wavelength) (epidermal activity)

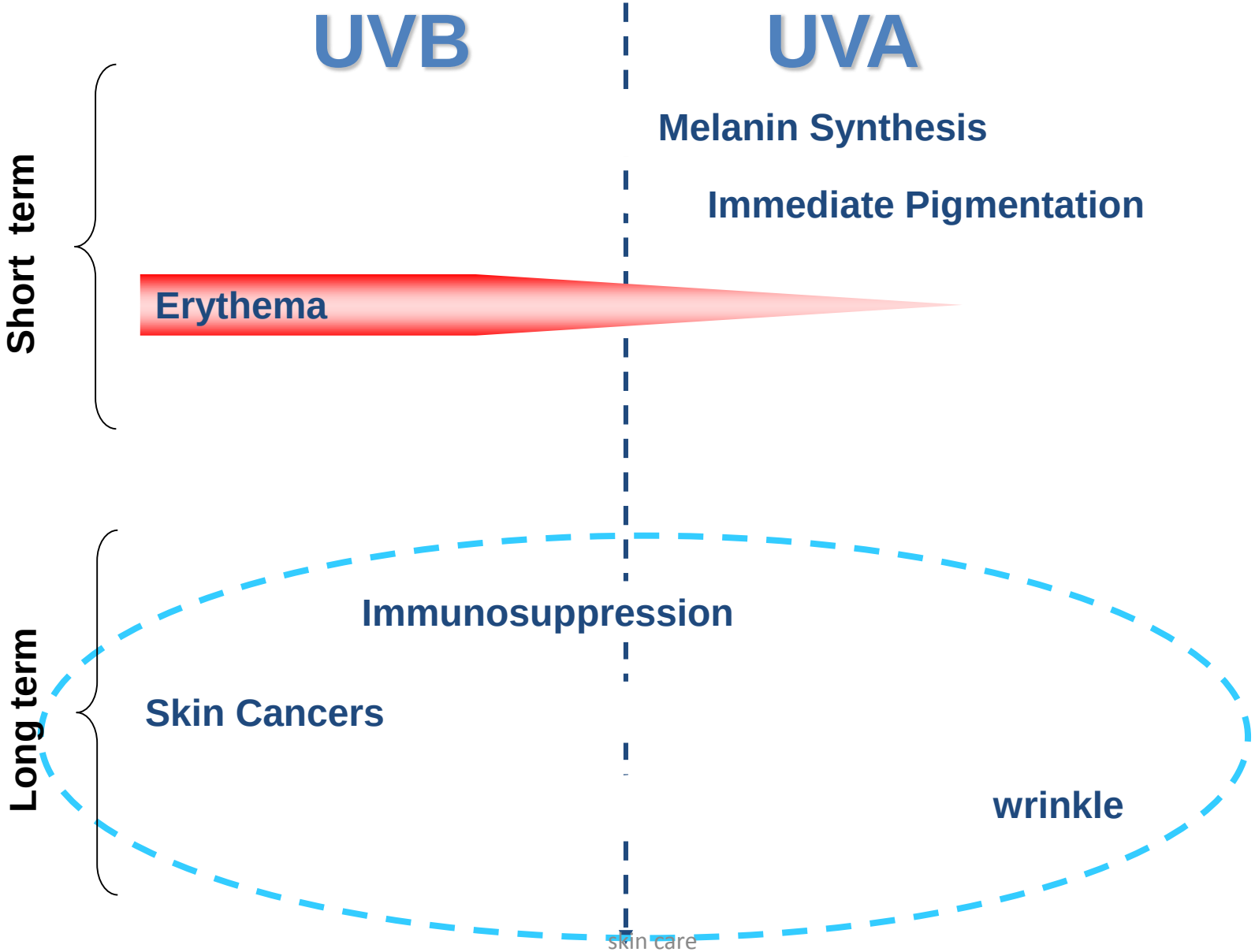
UVA: less energetic, deeper action (long wavelength) (dermis)

so can penetrate skin to dermis &damage of collagen & elastin → wrinkle


UVA
UVB
EPIDERMIS
DERMIS
HYPODERMIS


UVA (Aging)
UVB (Burning)
EPIDERMIS
DERMIS
SUBCUTIS

UV RAYS action



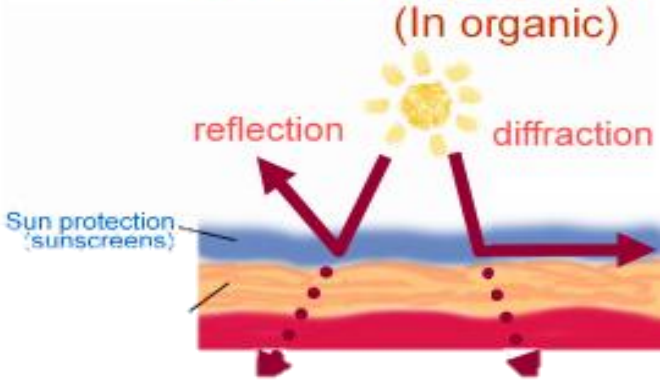
Sun protection
Prevention is better than cure.

IMPORTANCE OF SUN SCREEN

- ↓ Freckling ,brown spots
- ↓ fine line & wrinkle.
- Avoid sun burn .
- Reduce skin cancer.

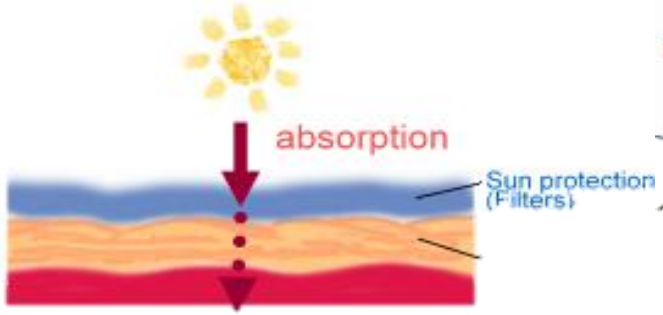
Sunscreen Action

Sunscreens (physical)
(In organic)



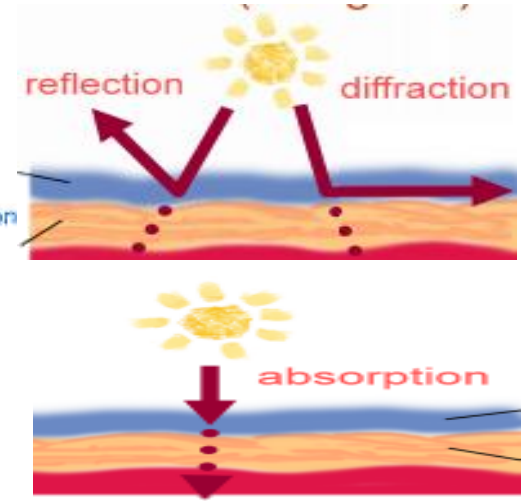
Reflect sun rays
Ex .zn oxide-
titanium dioxide

Filters (chemical)



Absorb sun rays &
preventing them
From penetrating skin
Ex. Tinosorb S

Organic particulates

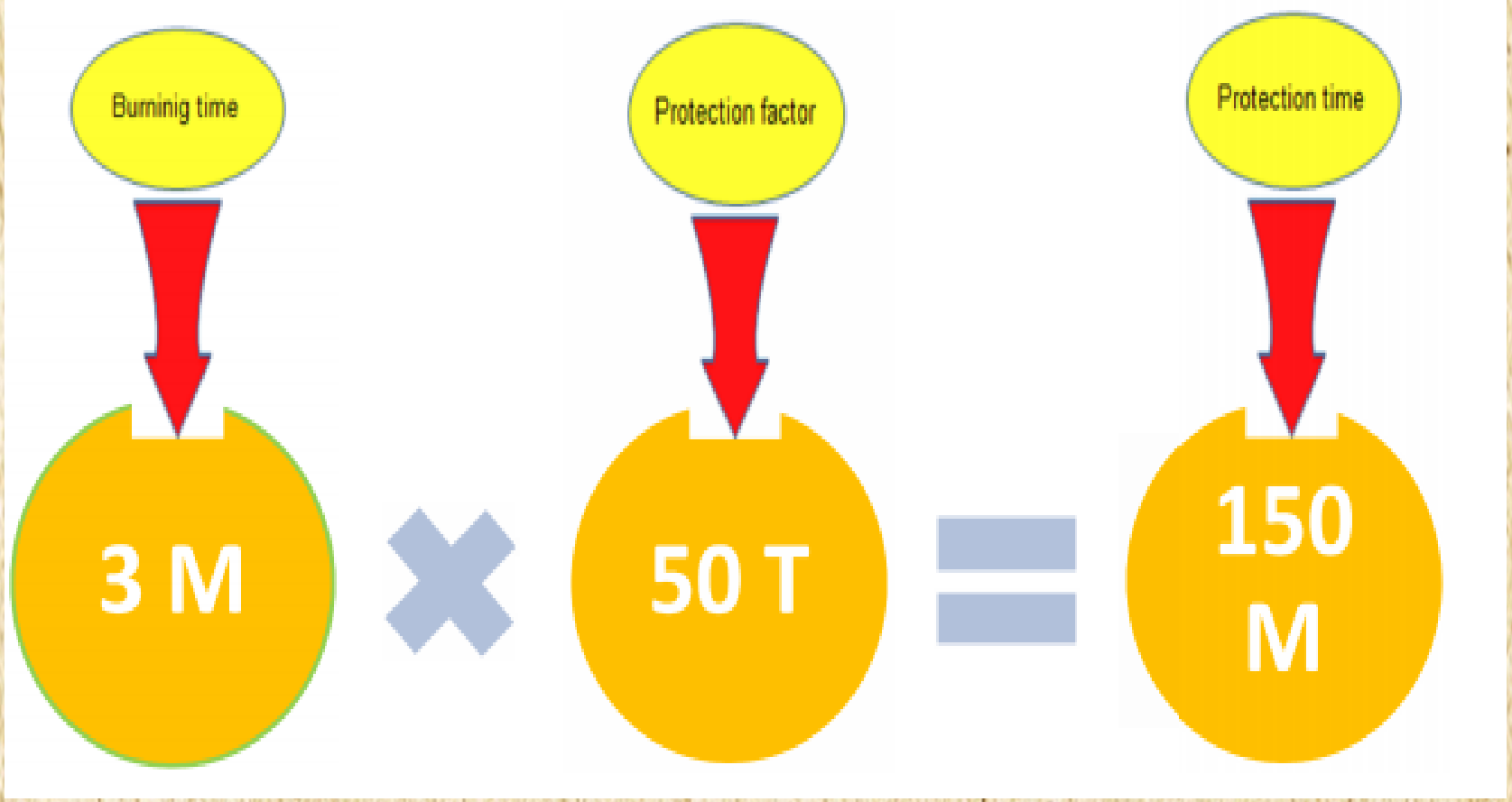


Reflection & absorption
Ex. Tinosorb M

SPF(SUN PROTECTION FACTOR)…UVB PROTECTION

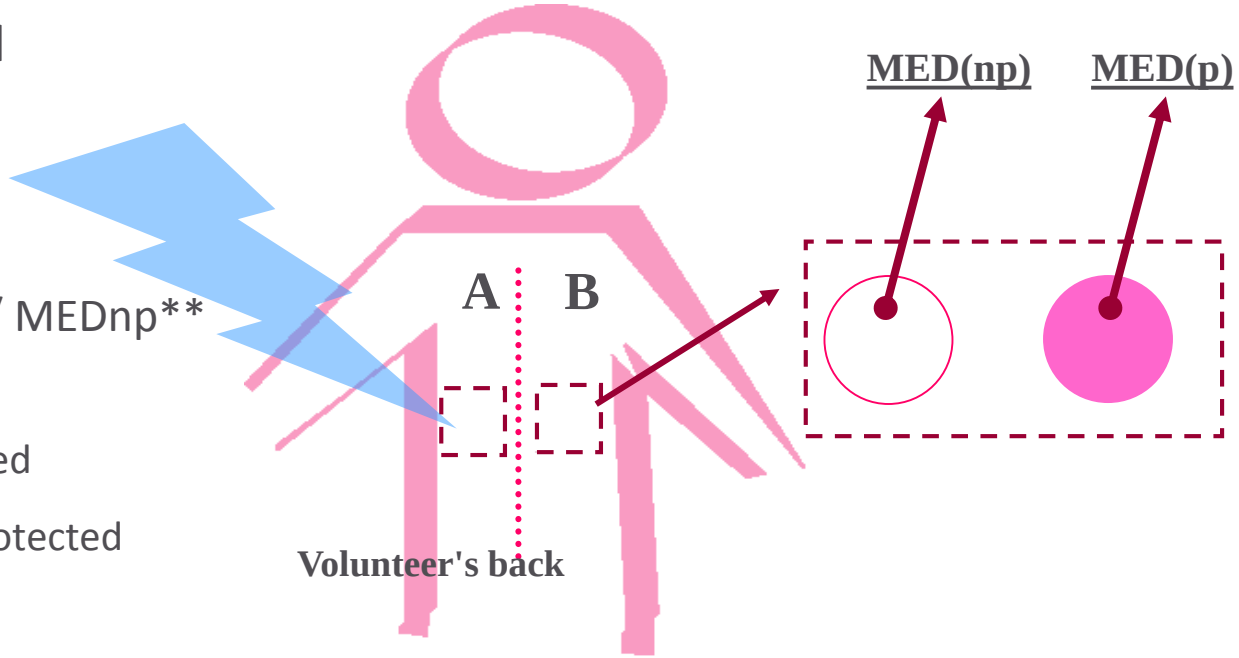
IP(PROTECTION INDEX)…UVA PROTECTION

S P F


Burninig time
Protection factor
Protection time
3 M
50 T
150 M

SPF measurement *in vivo*

- Light source
  - Emulates the solar spectrum (UVB + UVA)
- Quantity applied
  - 2 mg/cm^2
- Calculation
  - SPF = MEDp* / MEDnp**
    - p = protected
    - np = not protected



*** Protected Minimal Erythema Dose**
**** Non-protected Minimal Erythema Dose**

How to use sunscreen ???

- 15-30 min before sun exposure
- Reapply regularly every 2-3 hrs
- Reapply after every water & sweat exposure
- Dose of sunscreen 1/4-1/3 teaspoonfull

Water resistant: maintains SPF for at least 40 min of water exposure
Water proof: maintains SPF for at least 80 min of water exposure

SUN SCREEN

AGE (action)	SKIN TYPE	BODY AREA	SPECIAL CASE	STRENGTH & DURATION
ADULT (CHEMICAL)	CREAM (normal-dry skin)	MILK,Lotion OR SPRAY	TIENT	SPF 30
CHILD (PHYSICAL)	FLUID, GEL Emulsion (compination -oily skin)			SPF 50
				SPF 100
				LIPOSOMAL

Bioderma
photoderm cream

Bioderma
photoderm fluid

Oil free for oily &combination skin

dry & normal skin

Sun screen for kids can be used for adults ????

Sun screen milk can be used for face ????

Bioderma photoderm milk

Avene milk

Sun screen 1st or make up ????

Sun screen 1st or moisturizers ????

Liposomal sun screen

Sun care

SUN SCREEN

SUN TAN

SUN BURN

Tanning

Tanning (bronzing)

- For the purpose of **darkening skin color**, exposing the skin to (UV) , either during sun bathing or using artificial sources, such as tanning beds.

Tanning types

Sun tan

Sun exposure → increase melanin production
→ darkening of skin color

tanning oil-tanning cream

- Concentrate sun rays on the skin & increasing darkening of skin
- Prevent drying of skin

Self tan

Self tan(Sunless tan)
Contain **dihydroxyacetone 5%**

Within few Hrs

Suntan like color &lasts for 3-5 days

(not used with pregnant women)

Caribbean Breeze
SPF
2
Golden Tanning Oil
Waterproof
Vitamins A & E
Caribbean Breeze
SPF
4
Dark Tanning Oil
Waterproof
Vitamins A & E
Caribbean Breeze
8
Protective Tanning Oil

Carrot
Coconut
Sun Oil
PROTECTION FREE
Carrot Sun
With Coconut extract
Maximum Browning In one Day
Carrot
Sun Oil
PROTECTION FREE
Carrot Sun
With Carrot extract
Maximum Browning In one Day
Carrot
Papaya
Sun Oil
PROTECTION FREE
Carrot Sun
With Papaya extract
Maximum Browning In one Day
With Coconut extract
Carrot Sun
Coconut
Sun Cream
With Carrot extract
Carrot Sun
Carrot
Sun Cream
With Papaya extract
Carrot Sun
Papaya
Sun Cream
Maximum Browning for Your Skin
Carrot Sun
Coconut
Sun Cream
Maximum Browning for Your Skin
Carrot Sun
Carrot
Maximum Browning for Your Skin
Carrot Sun
Papaya
Sun Cream

BIODERMA
Photoderm
BRONZ
SPF
50+
FLUIDE SOLAIRE
Active le bronzage naturel
SUN FLUID
40 ml
BIODERMA
LABORATOIRE DERMATOLOGIQUE
Nouveau
New
Photoderm
BRONZ
SPF
50+
BIOPROTECTION® CELLULAIRE
CELLULAR BIOPROTECTION®
FLUIDE SOLAIRE
TRÈS HAUTE PROTECTION
PEAUX INTOLÉRANTES
Texture invisible - Visage
Active le bronzage naturel
PARFUM SPÉCIAL SOLEIL
WATER RESISTANT
SUN FLUID
VERY HIGH PROTECTION
INTOLERANT SKIN
Invisible texture - Face
Activates the natural tan
SPECIAL SUNSHINE FRAGRANCE
WATER RESISTANT
40 ml

Sun care

SUN SCREEN

SUN TAN

SUN BURN

Sun burn

UV Rays cause sun burn (4-6 Hrs sun exposure)

second degree
sever pain & peeling
Antibacterial &
soothing agent

First degree
Redness with pain
&sensitivity of
skin
after sun (aloe
vera)

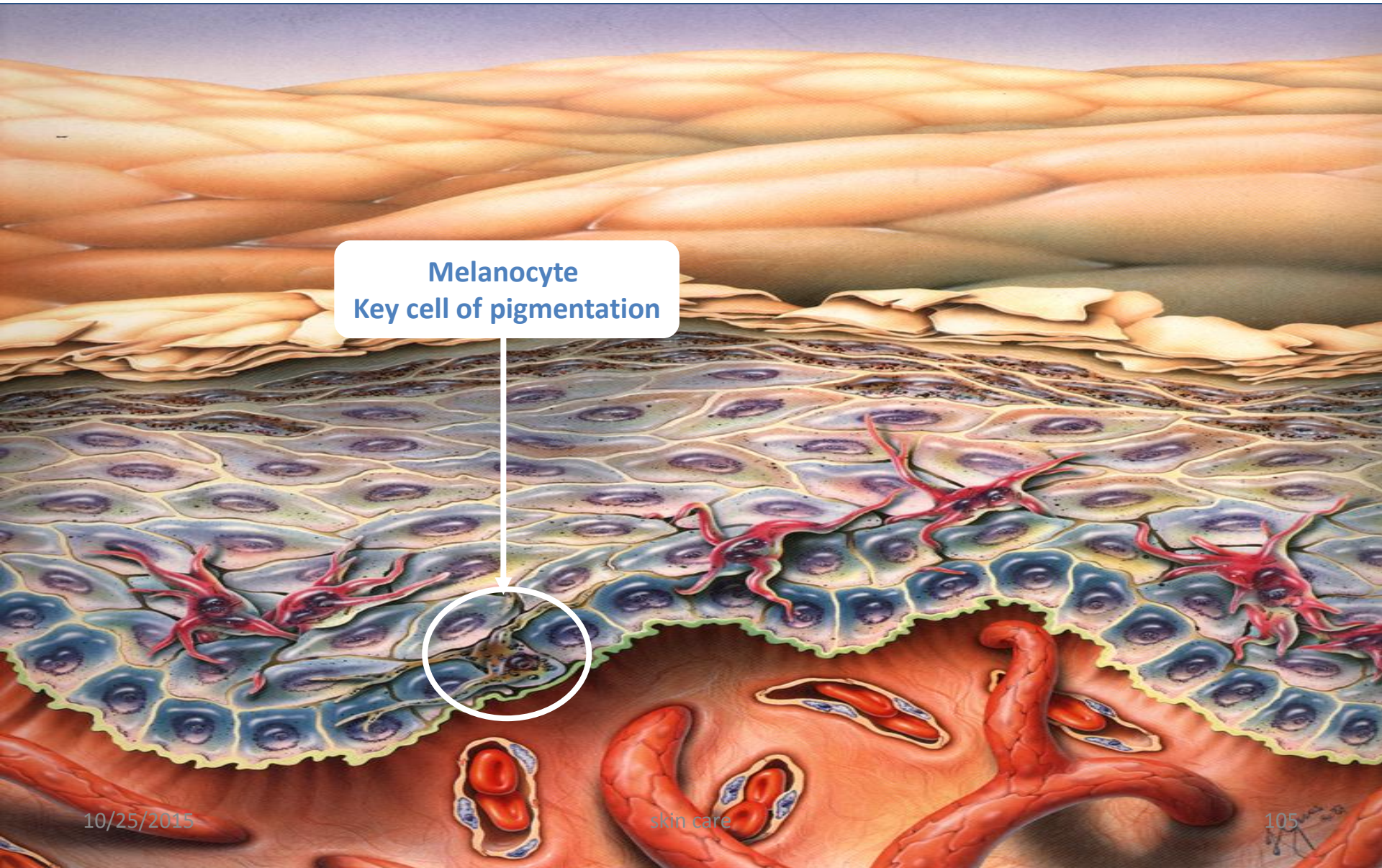
2nd degree Sun burn care

Skin

	Care	Cure
1	Cleansing	hyperpigmentation
2	Toning	Aging
3	Exfoliation	Cellulite
4	Moisturizing	Stretch Marks
5	Sun Protection	Acne

HYPERPIGMENTATION

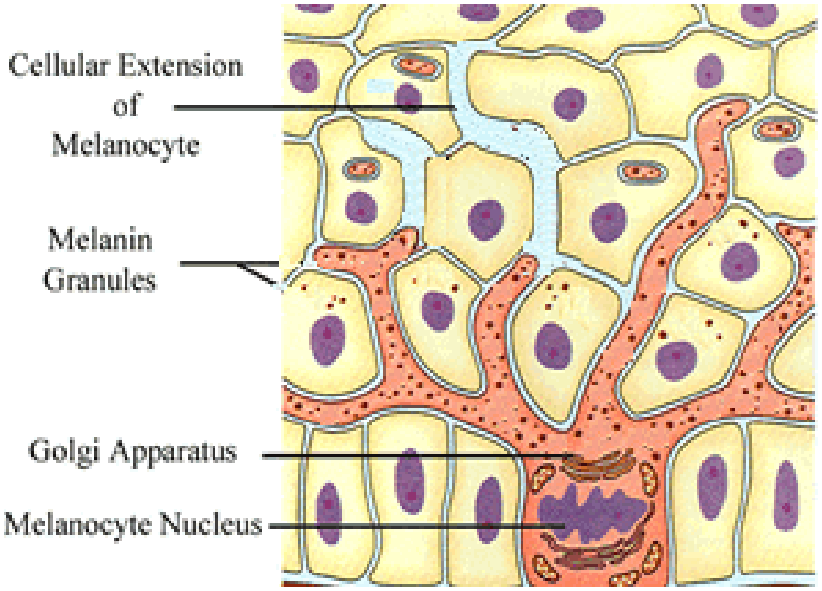
HYPERPIGMENTATION



Hyperpigmentation

Is the darkening of an area of skin or nails caused by increasing melanin

Melanocyte



- **Factory of melanin synthesis**
- **Branched cells**
- **Located at the basal layer of epidermis**
- **Each melanocyte responsible for pigmentation of 36 keratinoctes**

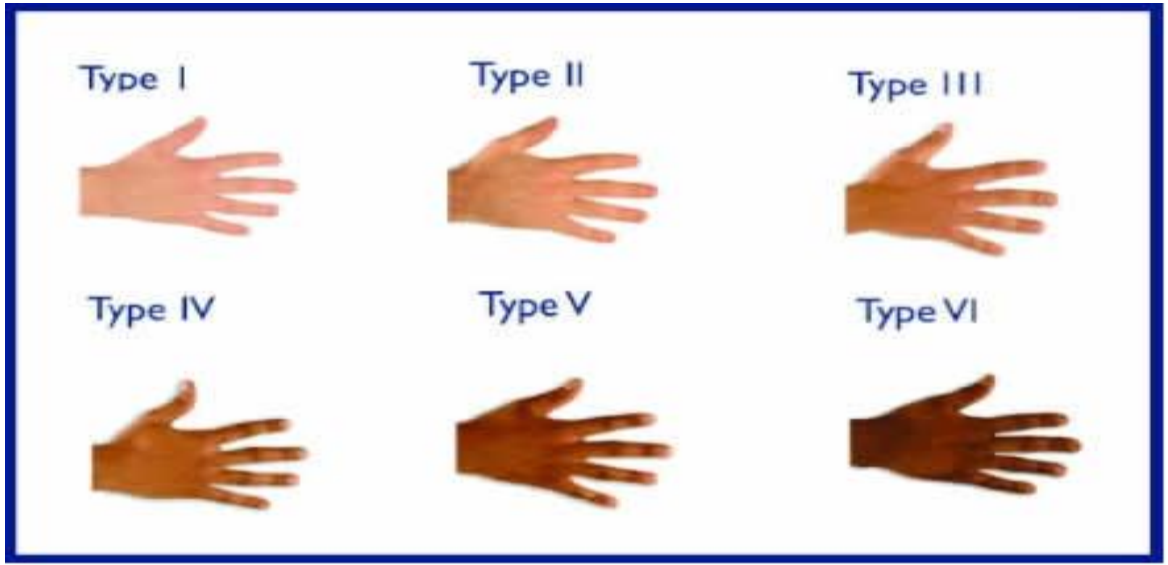
Types Of Melanin

- Eumelanin (brown –black –important for photoprotection)
- Phaeomelanin (orange-red –no photo protection)
- People are six photo type according to

The Ratio Between Eumelanin &Phaeomelanin

Skin type 1
They never tan

NO Eumelanin



1

2

3

4

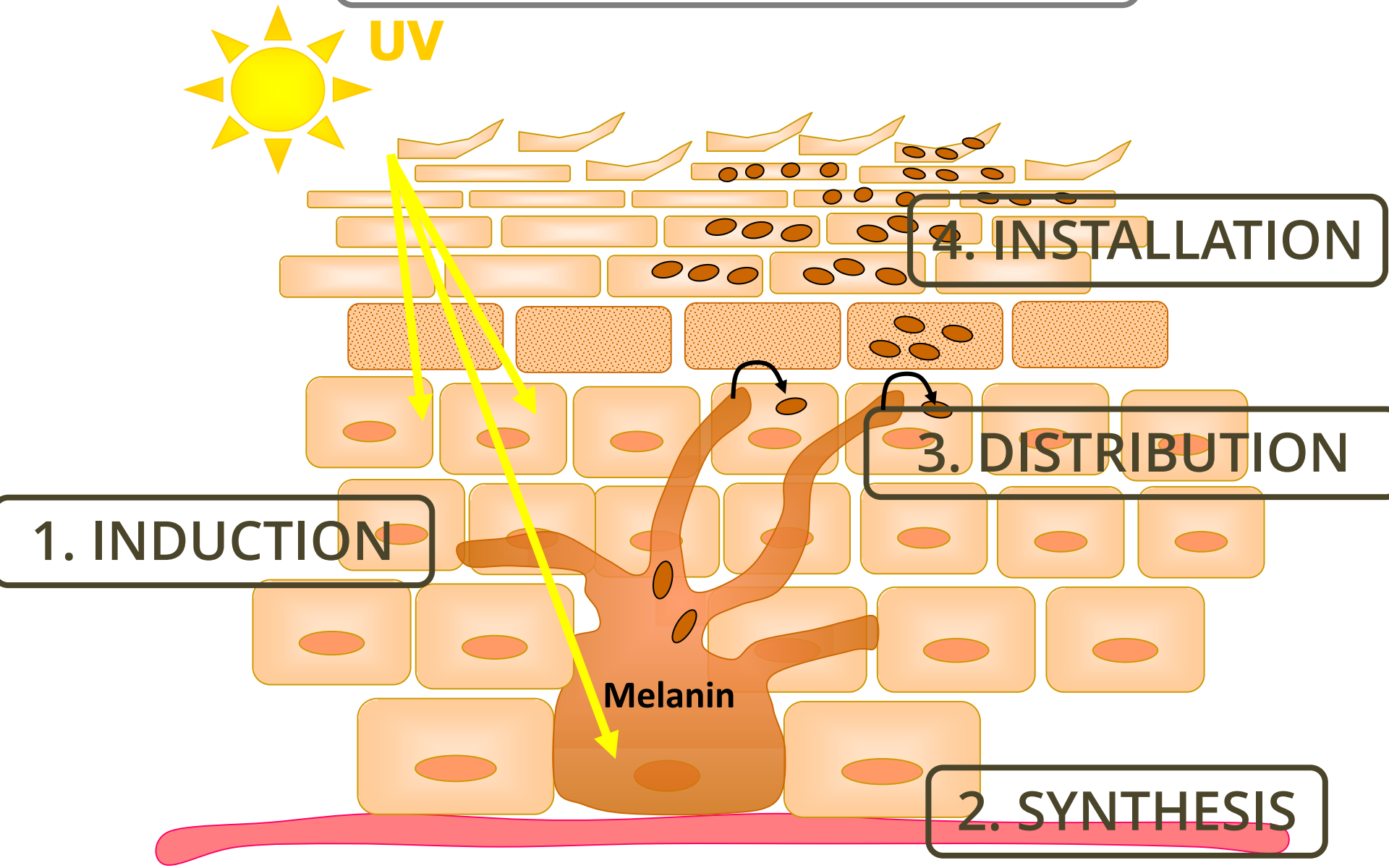
5

6

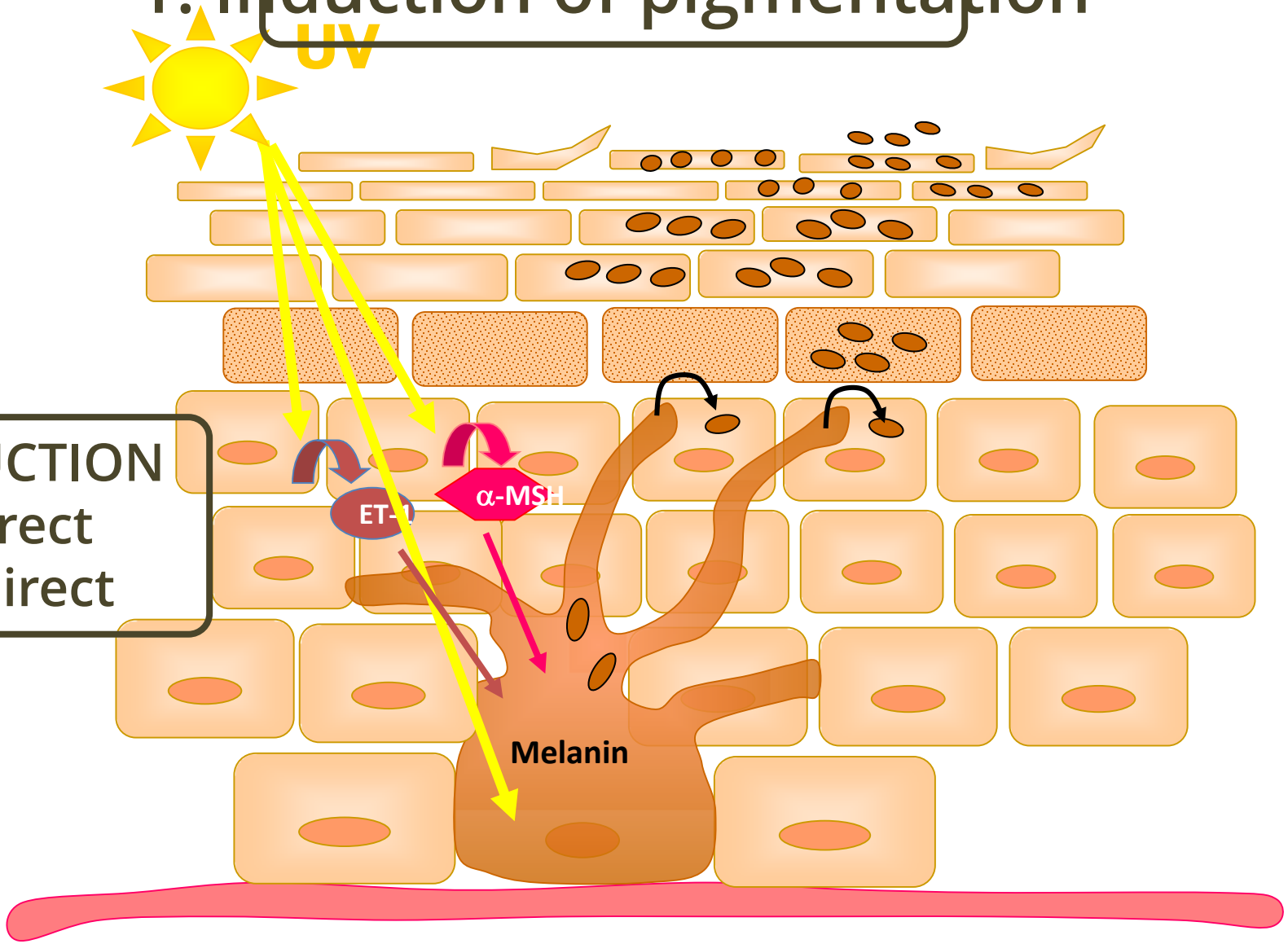
Causes of Hyperpigmentation

- Direct exposure to sun rays
- Hormonal imbalance (melasma) Hormonal therapy , pregnancy , contraceptive pills
- Drug induced hyperpigmentation photo sensitive drugs: retinoic acid (Roaccutane), sulphamides, …
- (Post-inflammatory hyperpigmentation) Eczema , Acne & burn

Skin pigmentation stages



1. Induction of pigmentation



INDUCTION
Direct
Indirect

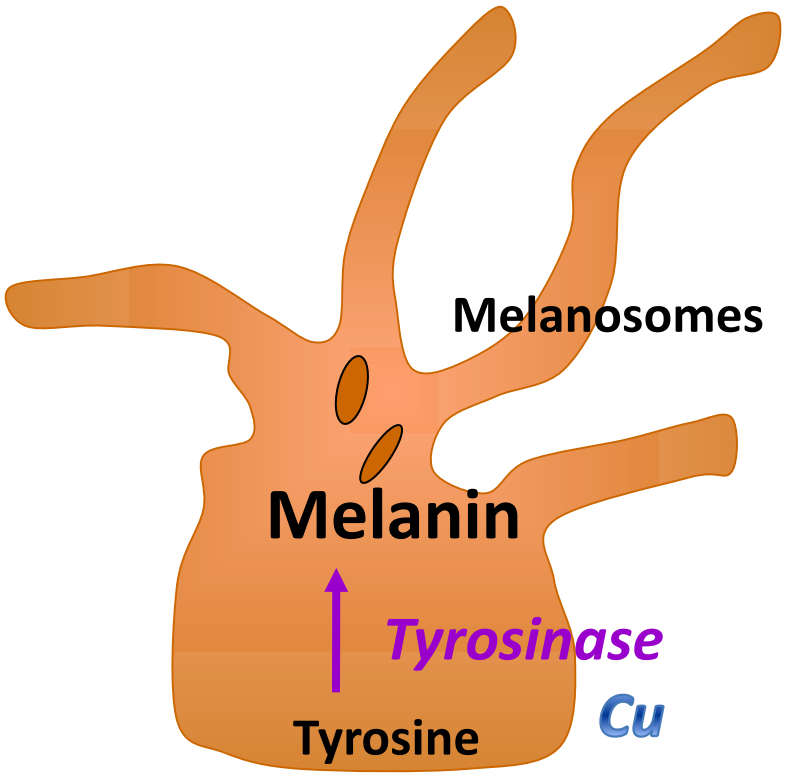
*ET-1 = Endothelin 1

**α–MSH = α–Melanocyte Stimulating

2. Melanin synthesis

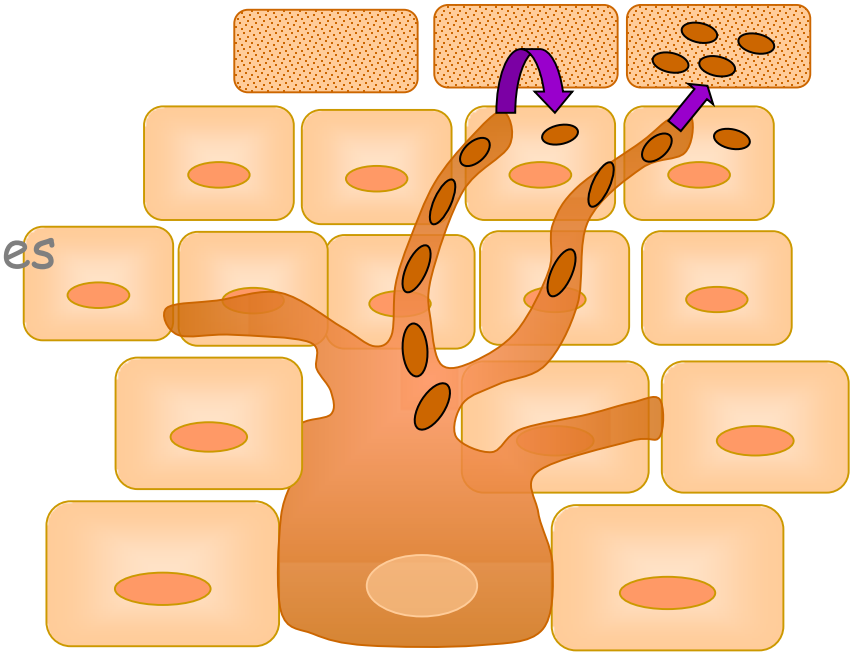
- Under the control of tyrosinase, inside of melanocyte

SYNTHESIS



3. Melanin transfer

- Melanin incorporated into melanosomes
- Melanisation unit
- 1 melanocyte for 36 keratinocytes

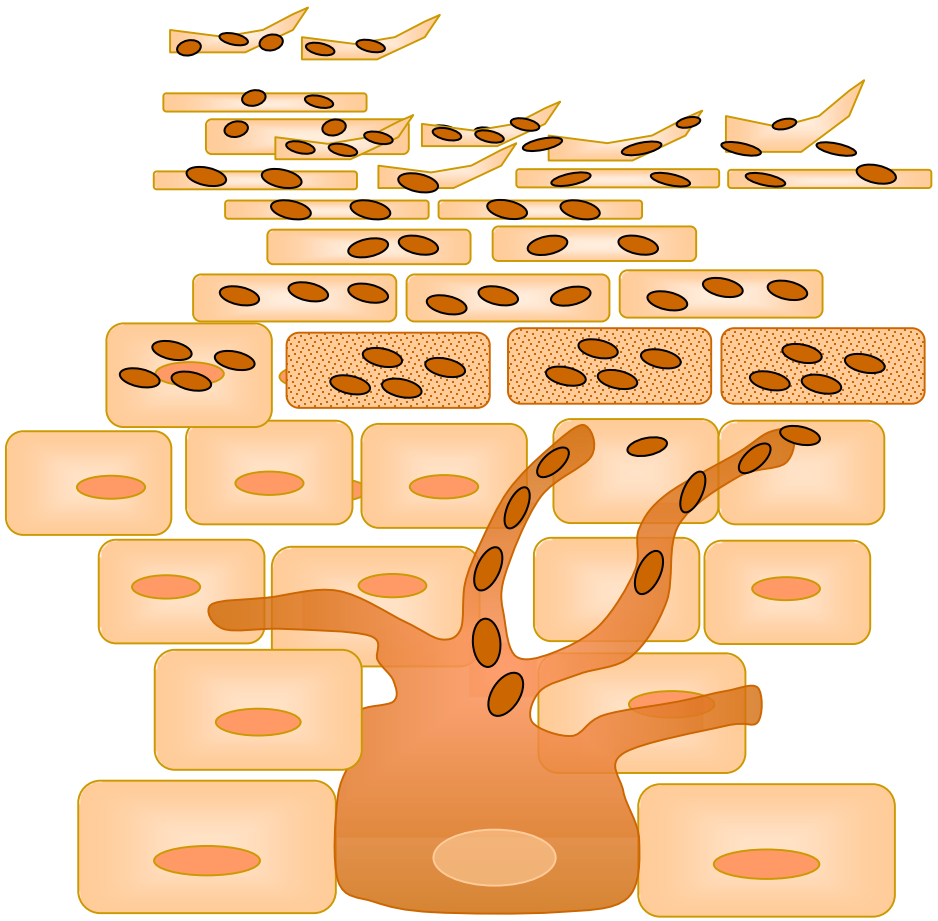


DISTRIBUTION

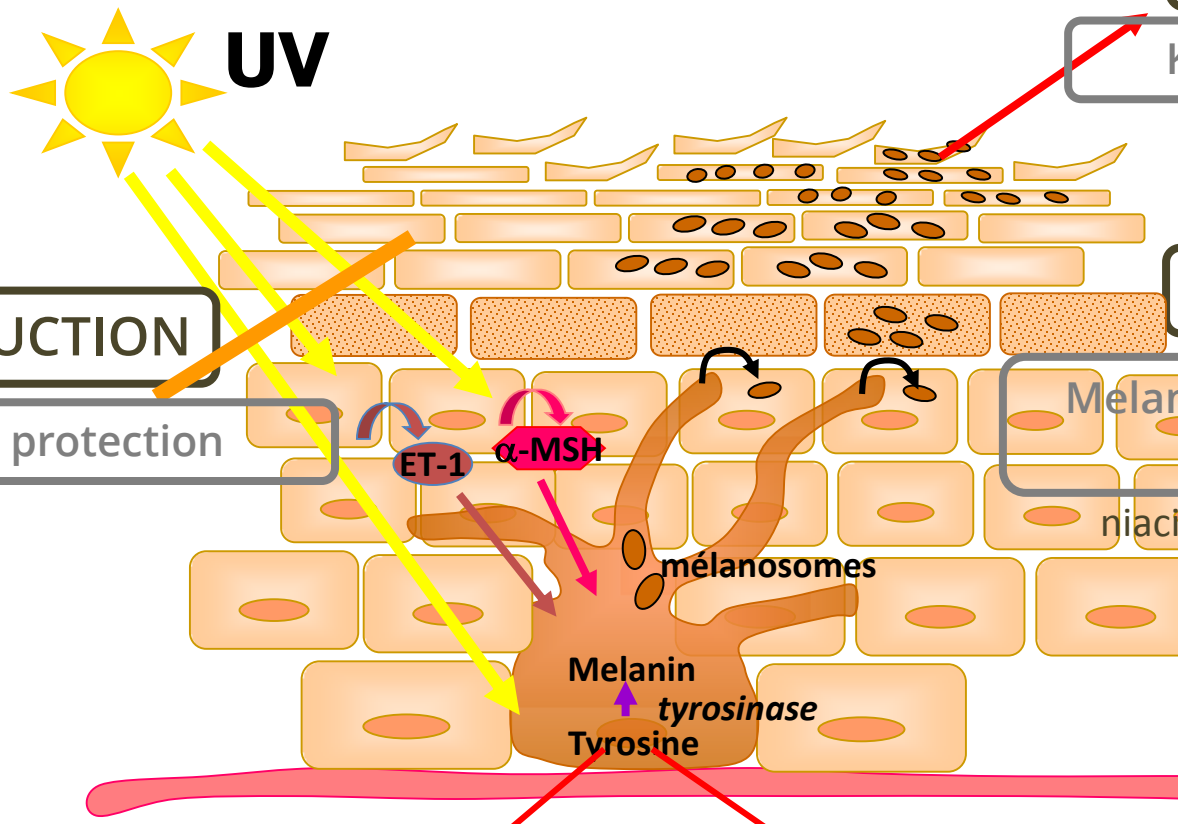
4. Installation of pigmentation

- Melanin concentrate on superficial layers of the epidermis

INSTALLATION



Hyperpigmentation treatment plan



1. INDUCTION

Photo protection

2. SYNTHESIS

Tyrosinase Enzyme inhibitors

HQ., Rucinol , **arbutin**, ceramid, **glabridine**, azelaic acid

Anti Free Radicals

vitamin C

3. DISTRIBUTION

Melanosomes transfer prevention

niacinamide (pp) , soya ext.

4. installation

Keratolytic Agents

Target : even skin color tone

Target : intense day & night care for spots & flaws

Fragrance-free, hypoallergenic, non-comedogenic

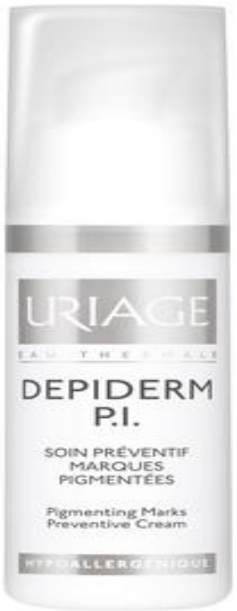
Target : intense night care for spots & flaws

	White Objective Active cream/fluid	White Objective Pen	White Objective Serum
Uv filter (spf 27)	*	*	
Vitamin C	*	*	*(fresh)
glycolic acid 12 %		*	*
Vitamin PP (niacinamid)	*	*	*
Glabridin (licorice) extract	*	*	*
Azaleic acid	*	*	*

Target : ANTI-BROWN SPOTS HIGH PROTECTION DAYTIME SKINCARE

Hypoallergenic, non-comedogenic

Target : PIGMENTING MARKS PREVENTIVE CREAM



Hypoallergenic, Fragrance-free

Target : INTENSIVE DEPIGMENTING SKINCARE

Hypoallergenic, non-comedogenic

	DEPIDERM SPF 50	DEPIDERM PI	DEPIDERM
SPF	*	*	
AHA , BHA			*
Vitamin C	*	*	*
(necotinamide)	*	*	*
Glabridin (licorice)	*	*	*

Whitening

SPF 25
Vitamin C
Galbirdine
Vitamin pp
Azaleic acid

Oily skin

SPF 27
Vitamin C
Galbirdine
Vitamin pp
Azaleic acid

dry skin

Glycolic acid
Vitamin C
Galbirdine
Vitamin pp
Azaleic acid

All skin types

Skin lightening

Whitening

Bioderma pen

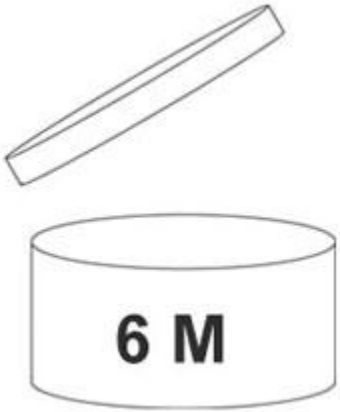
Depiderm SPF 50

Depiderm intensive serum (AHA-BHA)

Melascreen depigmentant (Glycolic acid)

Nuxe whitening concentrated serum (vitamin C)

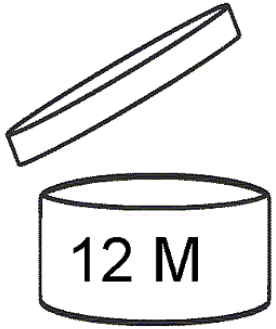
Whitening **for brown spots**


6 M

6M
Oil-free and noncomedogeni

.....

.....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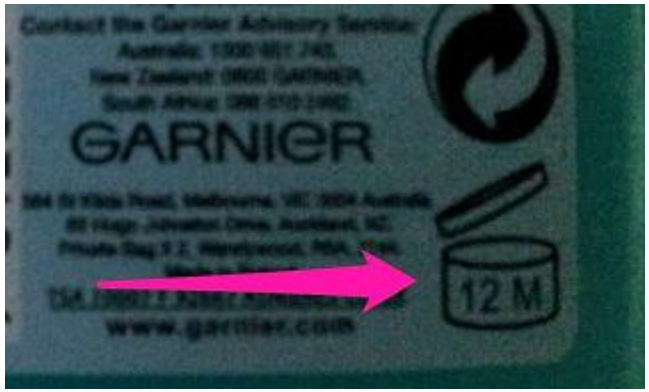

GARNIER
12 M
www.garnier.com

Skin

	Cure
1	hyperpigmentation
2	Aging
3	Cellulite
4	Stretch Marks
5	Acne

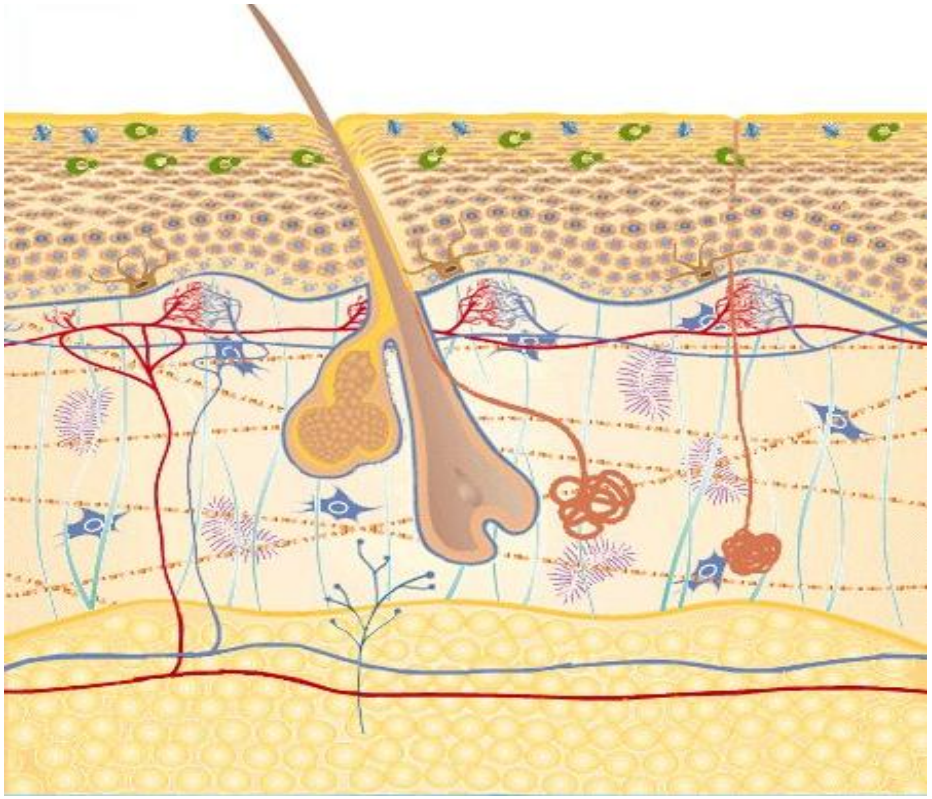
AGING

Wrinkles

Epidermis

Dermis

Hypodermis



Dermis :contain collagen ,elastin & hyaluronic acid

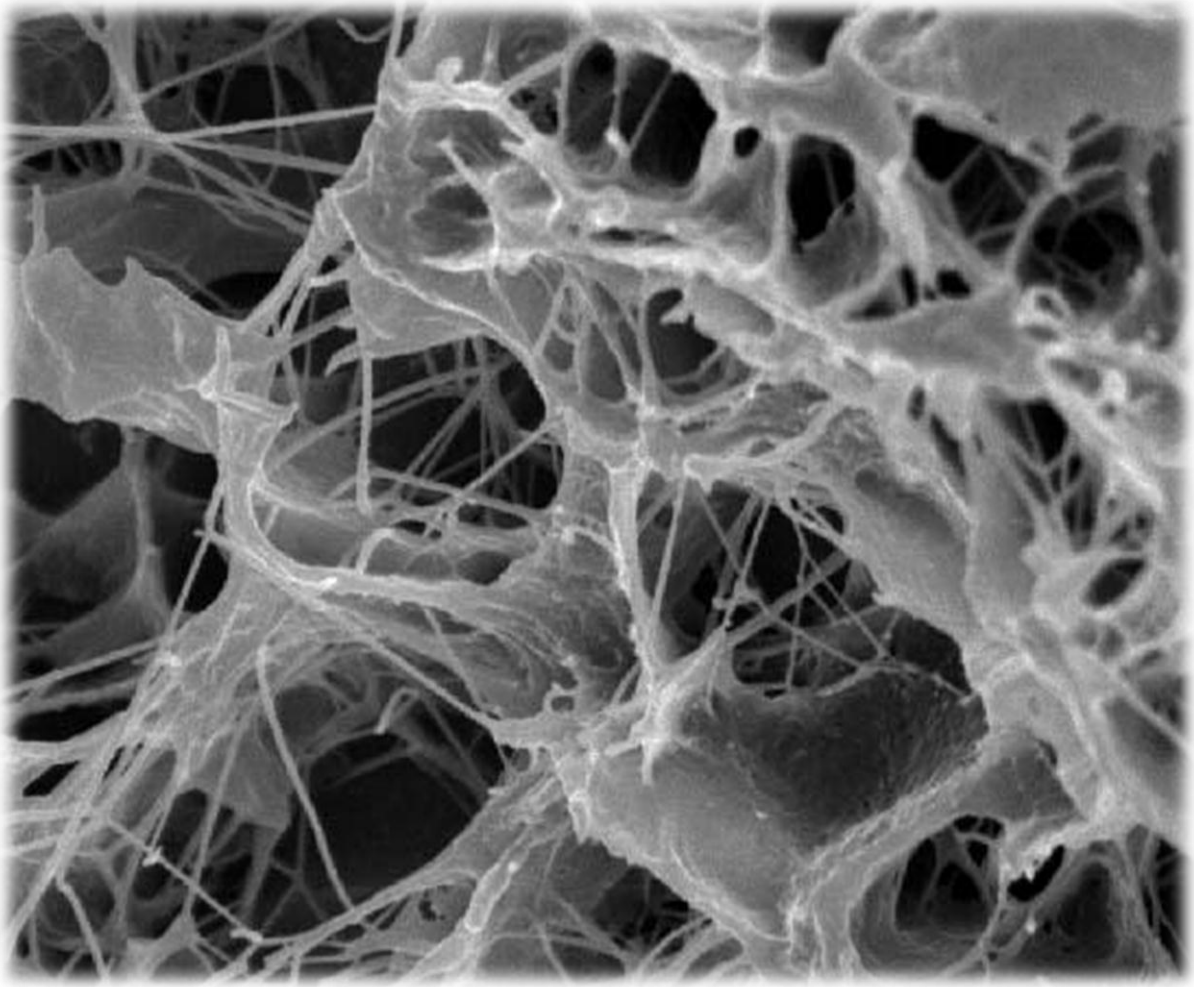
Collagen Fibers

collagen

which is found in the dermis,

provides strength for the skin.

composes from 80-90% of the skin's total proteins.

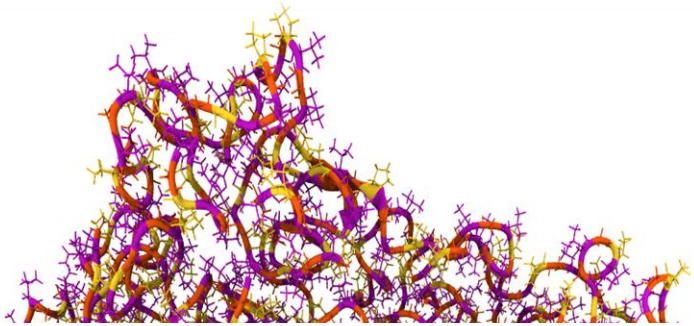


Elastin fiber

This coil-like protein

has the ability to stretch &recoil back to its position

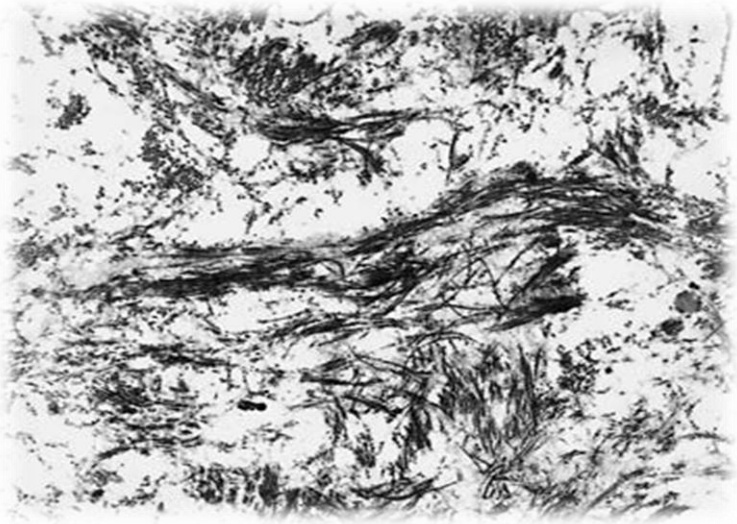
giving the skin its elasticity



TYPE 1	TYPE2	TYPE 3	TYPE 4
NO/EARLY WRINKLES	WRINKLES IN MOTION	WRINKLESAT REST	Sagging

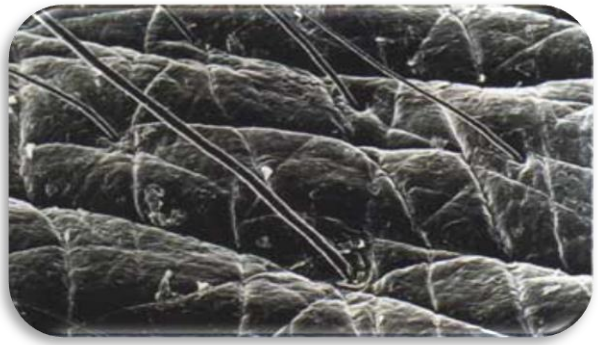
Causes of wrinkle

dryness



Degradation of collagen & elastin
Reduced production of HA , elastin & collagen

sun



Decrease cell renewal
thinning of skin

Repeated facial expression

Wrinkle treatment plan

Sun screen

Exfoliation

Antioxidant

Skin matrix enhancer

Filler

Wrinkle treatment plan

Skin matrix enhancer
Retinol
AHA
Peptide
stimulate collagen formation

Sun screen

Filler
مملئات البشره
Hyaluronic acid

Anti oxidant
مضادات الأكسده
Vitamin C
Vitamin E
Vitamin B3

Retinoids Precautions

- Avoid using retinoids with **pregnant** women.
- **Sunscreens** should be used due to the elevated photosensitivity
- Avoid **hair removal by wax or laser.**

Fine line & Expression line

Merveillance day cream
Merveillance night cream

For face & eye contour
All skin types

contain (Hyaluronic acid-plant active ingredients-flower extract)

Fine line & Wrinkle

Hyaluron-filler day cream
Hyaluron-filler night cream

For eye contour
Fragrance free

Contain (Hyaluronic acid & saponin)

Fine line & Wrinkle

Isofill cream for normal to dry skin

Isofill For eye contour Fragrance free

Isofill serum

contain (Peptide-Hyaluronic acid)

Deep wrinkle

Nuxuriance day cream
Nuxuriance night cream

Nuxuriance
For eye contour
Hypoallerginic

Nuxuriance For face &
eye contour
Day & night

contain (Peptide- plant extract)

Wrinkle & saggy skin

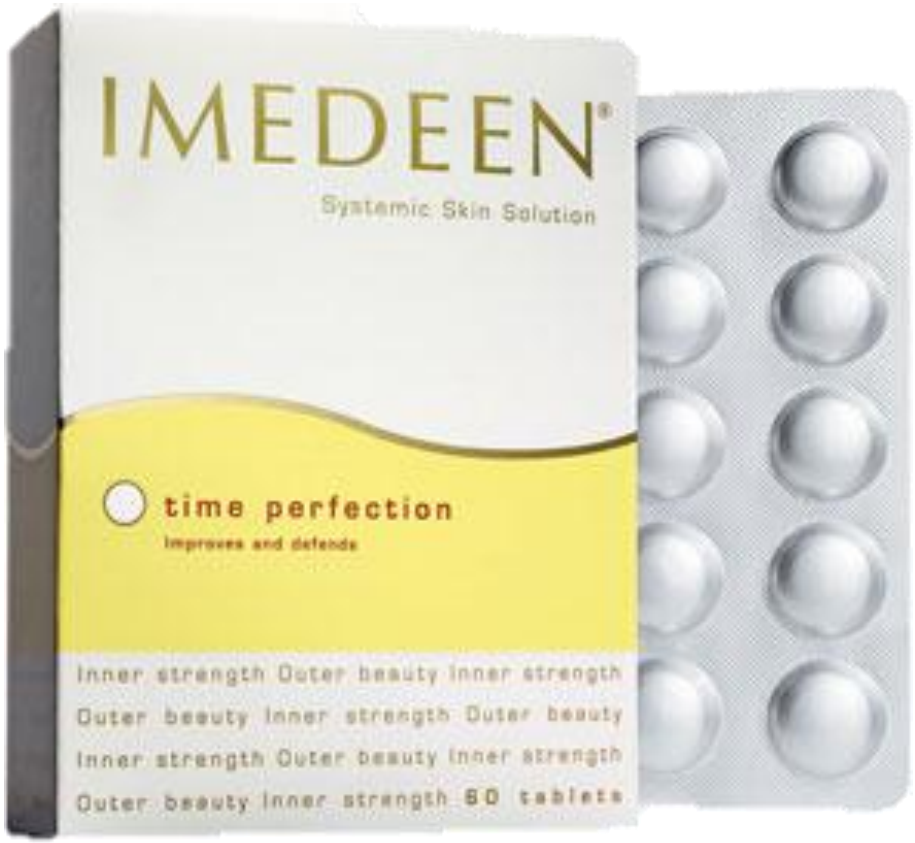
Dermodensifyer day cream

Dermodensifyer night cream

Dermodensifyer For eye & lip contour
Fragrance free

contain (Peptide-Arctiin improve skin density)

supplements



Skin

	Cure
1	hyperpigmentation
2	Aging
3	Cellulite
4	Stretch Marks
5	Acne

Cellulite

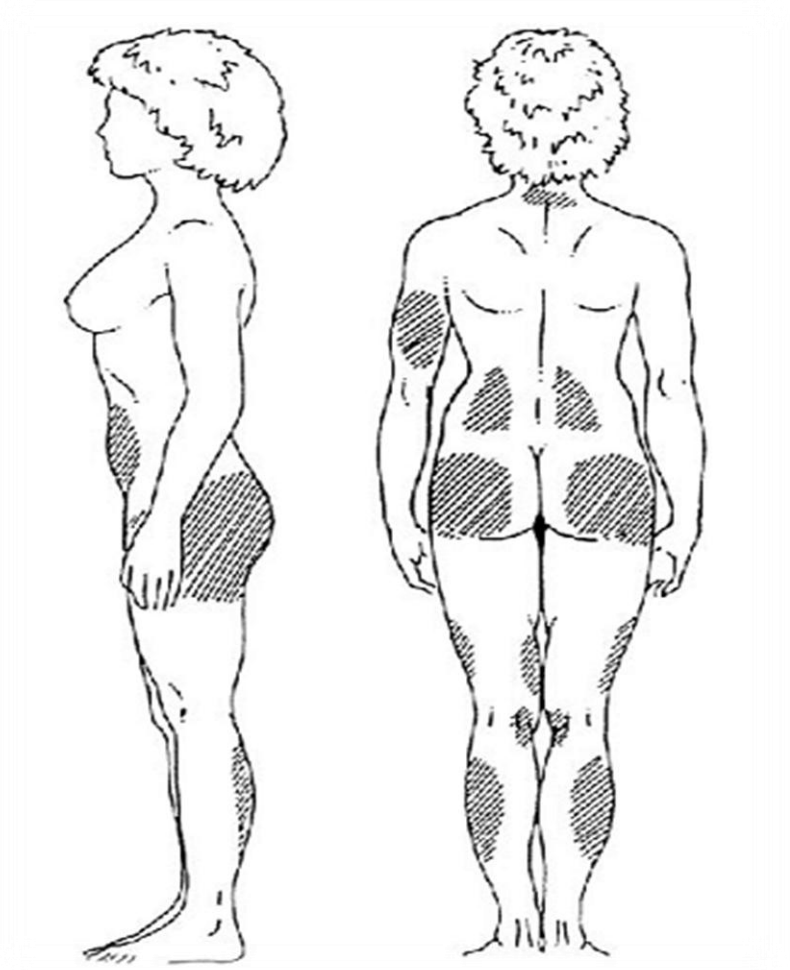
Orange peel

Cellulite

Orange peel

Site of cellulite

- Cellulite is not related to obesity
- It occurs in overweight, normal, and thin women.



(in thigh ,hip & buttocks)

Factors Causing Cellulite

- Life style :

  Diet : (Excessive intake of fats &carbohydrates)
  Low exercise

- **Hormones**

- **Distribution of body fats**

  (more common in women than in men)

- **Age**

Cellulite treatment

- Topical cream that contains methylxanthines

  EX. Aminophylline-**Caffeine**-Theophylline

  Lipolysis (break down fat stores)

- Massage treatments

It's Good To

- Increase water intake to a minimum of 8 glasses of (2 liters) per day.
- Minimize consumption of coffee, tea.
- For each serving of coffee or tea, drink 2 glasses of water.
- Exercise regularly.
- Minimize consumption of saturated fat and carbohydrates.
- Anti cellulite cream

Cellulite Orange peel

- Cellulitis

bacterial infection of skin

- Cellulite

Anti-Cellulite

Babe anti-cellulite cream

Vichy cellu destock cream

Nuxe body contouring serum

Contain caffeine (Lipolysis)

Skin

	Cure
1	hyperpigmentation
2	Aging
3	Cellulite
4	Stretch Marks
5	Acne

Stretch mark

Stretch mark occurs in

- women more than men
- Abdomen and the breasts of pregnant women.
- The shoulders of body builders.
- Overweight individuals.

Stretch mark affect skin subjected to continuous & progressive stretching

Stretch Marks

Prevention better than cure as the damage elastin is diffcult to repair

Stretch mark once become white (striae alba) → Difficult to treated

If you touch a stretch mark, it feels empty

Prevention

- Avoidance of rapid weight loss or gain
- Drinking at least eight 8 oz. glasses of water each day. Proper hydration keeps your skin elastic and helps keep collagen production at normal levels.
- Adequate intake of Vitamins E, C and zinc also provide nutrition for your skin.

Anti-stretch mark

Babe anti-stretch mark

Palmers anti-stretch mark

Vichy anti-stretch mark

Ingredients of anti-stretch mark cream to improve skin elasticity

Cocoa butter-Shea butter-Vitamin E

Skin sagging

Skin sagging

Firming cream

Skin

	Cure
1	hyperpigmentation
2	Aging
3	Cellulite
4	Stretch Marks
5	Acne

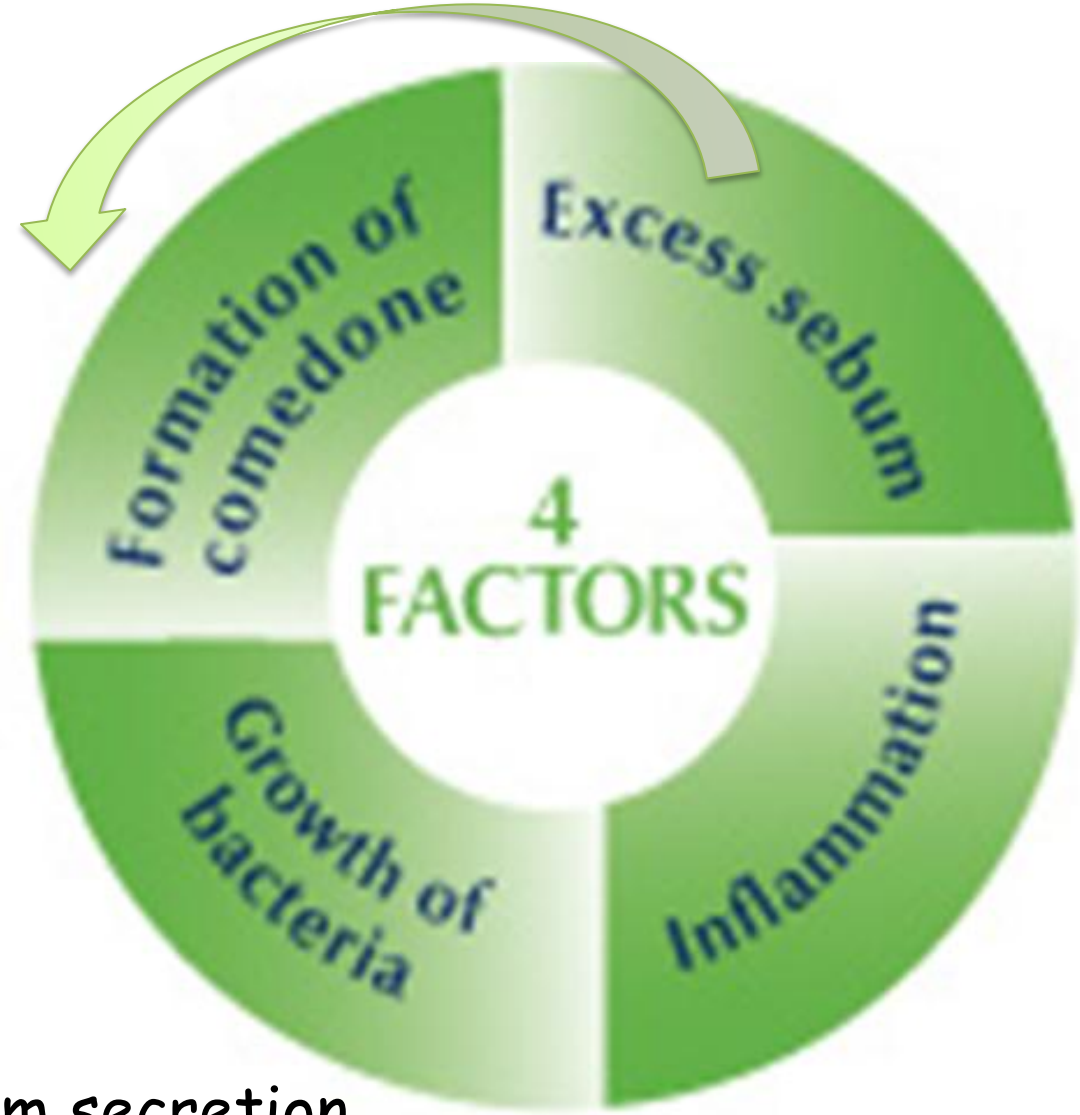
Acne

Acne

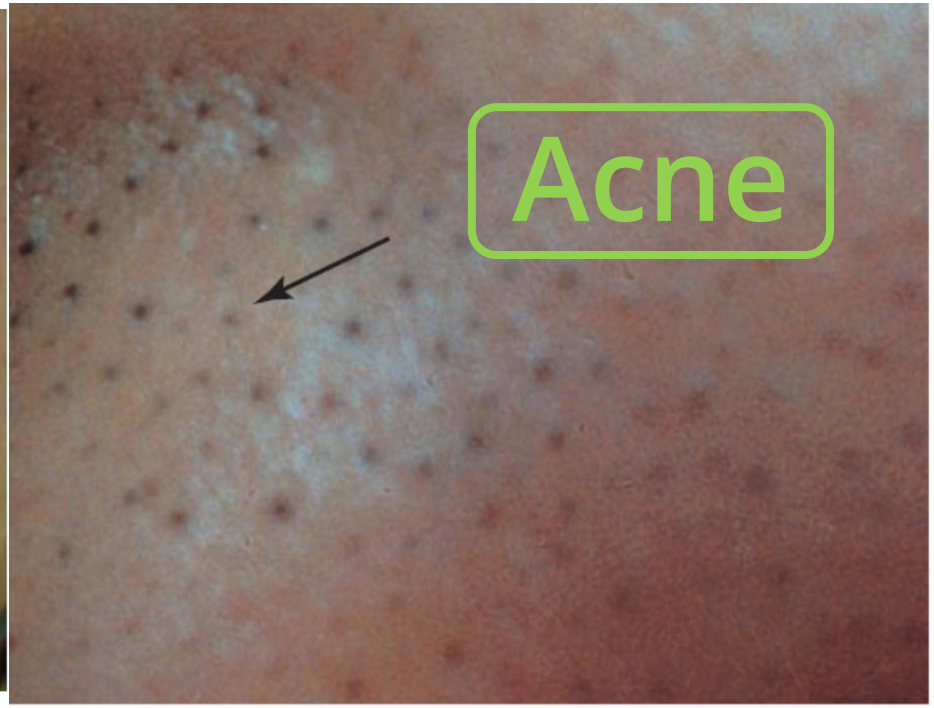
Each hair follicle attached to one or More sebaceous gland

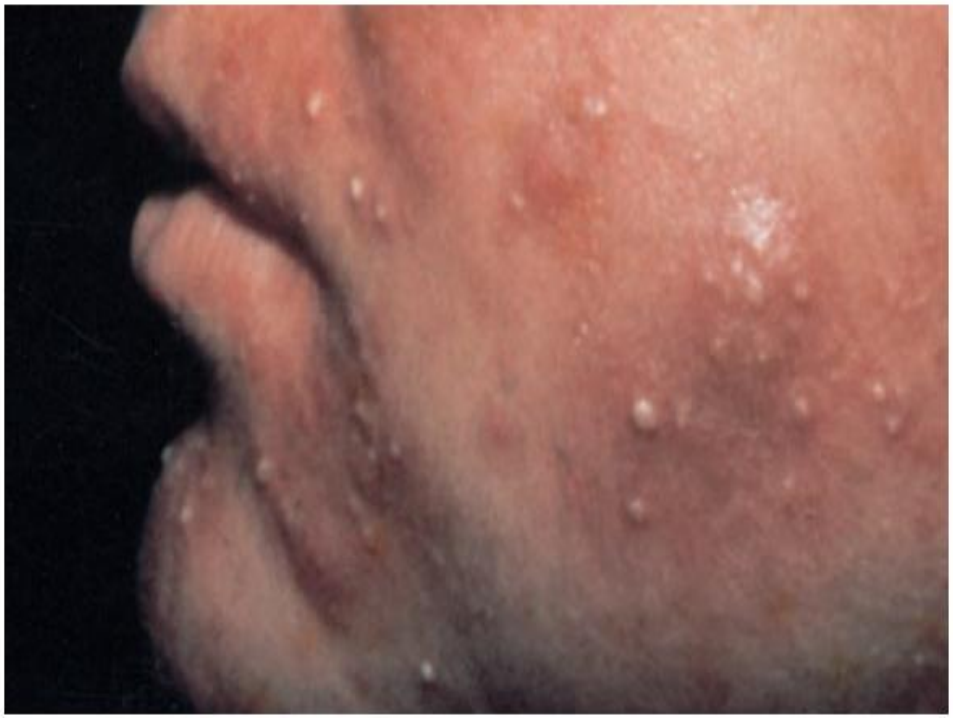
Which secrete sebum

Acne



- Excess sebum secretion
- Formation of comedone (white head & black head)
- Growth of bacteria
- Inflammation


Acne



Medscape ®
http://www.medscape.com

Acne & oily skin

For inflamed & non inflamed acne

Acne & oily skin

For inflamed acne

Acne & oily skin

18% keratolytic (AHA)

For non inflamed acne

Hair

Hair

Hair Care

SHAMPOOING
CONDITIONING
HAIR STYLING
HAIR DRYING

Hair Cure

DAMAGED HAIR
HAIR LOSS
DANDRUFF
LICE

Hair Treatments

Color

COLORING
BLEACHING

Texture

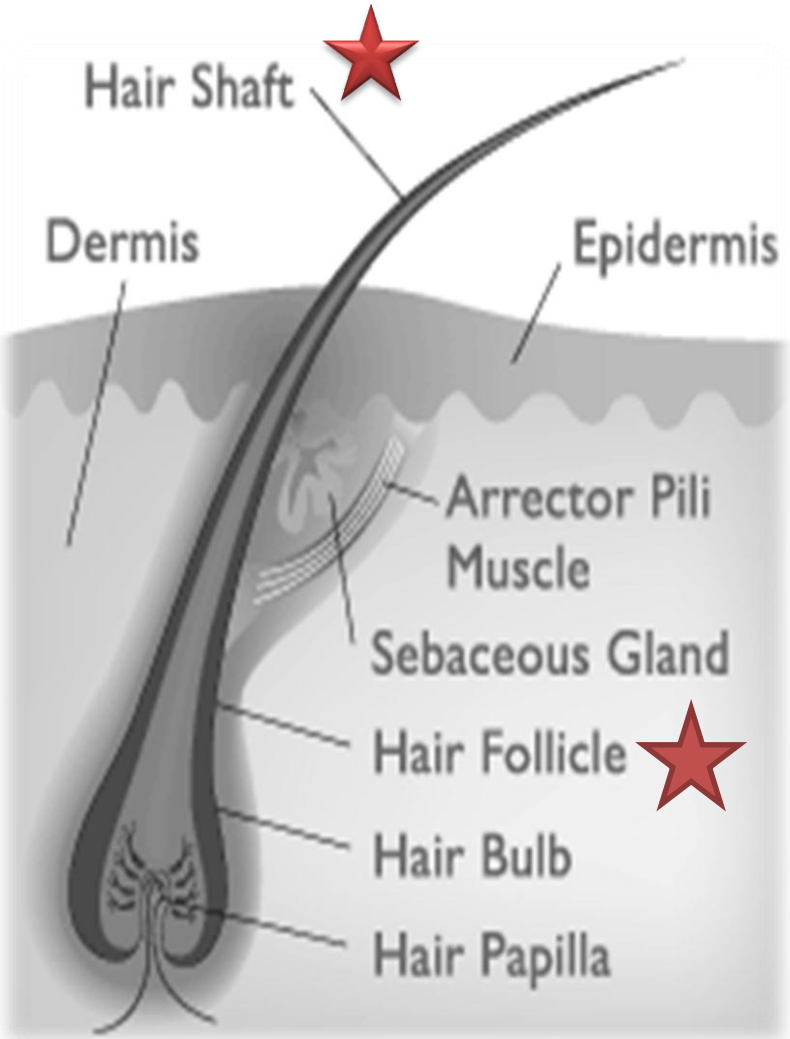
RELAXING
CURLING

Hair Care

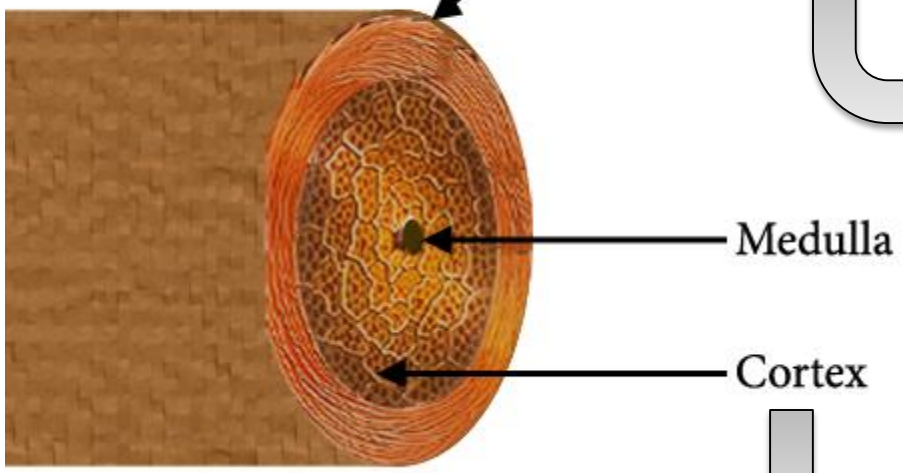
Hair Anatomy

Structure Of Hair

- A hair is a specialized outgrowth of the skin epidermis.
- <u>It has two distinct parts:</u>
  - The hair follicle .
  - The hair shaft.



Hair shaft consist of



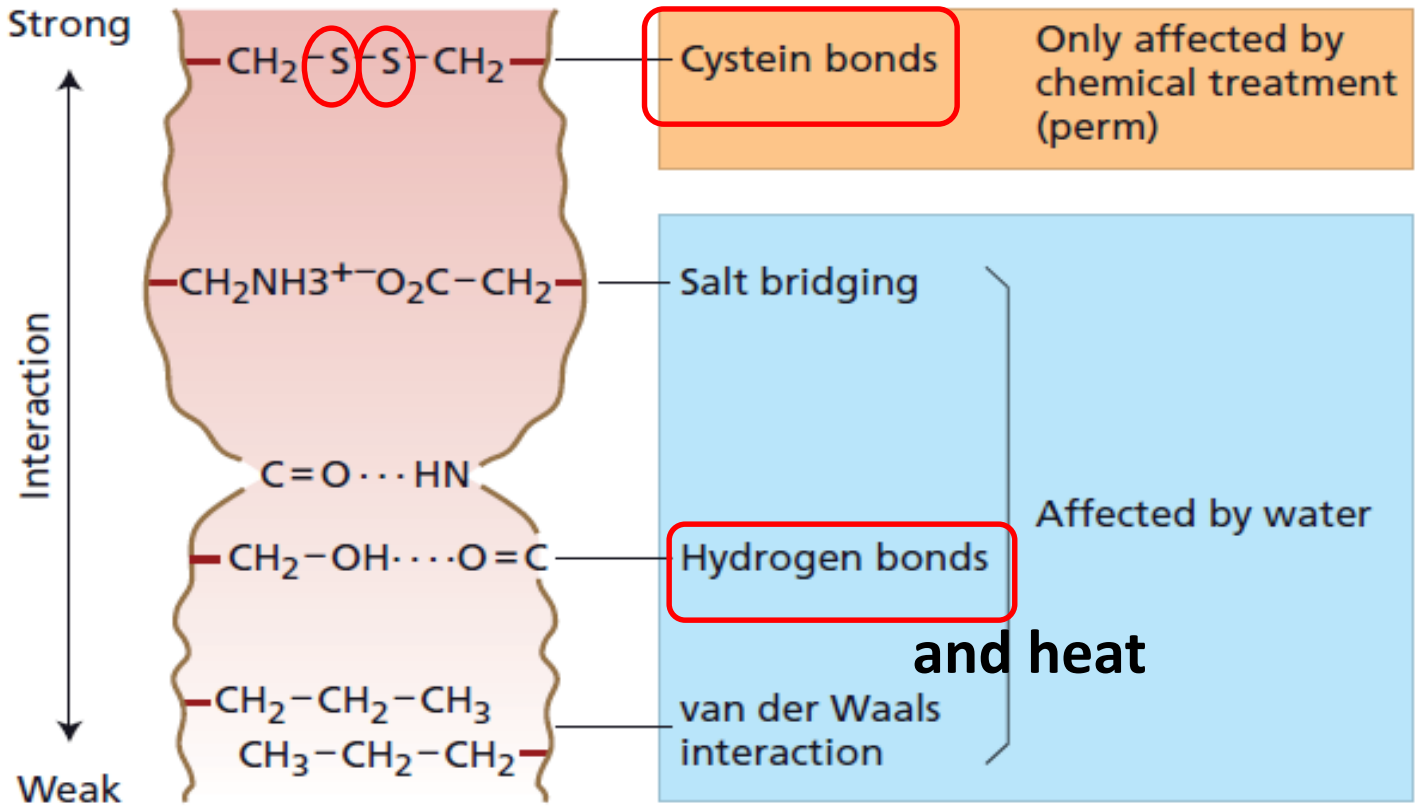
- Protective layer
- Intact cuticle =healthy hair

- Contain keratin fiber
- Contain melanin(eumelanin &pheomelanin)

Hair Shaft

1-Cuticle
2-Medulla
3-Cortex (keratin fiber & melanin)

Keratin fibers in cortex

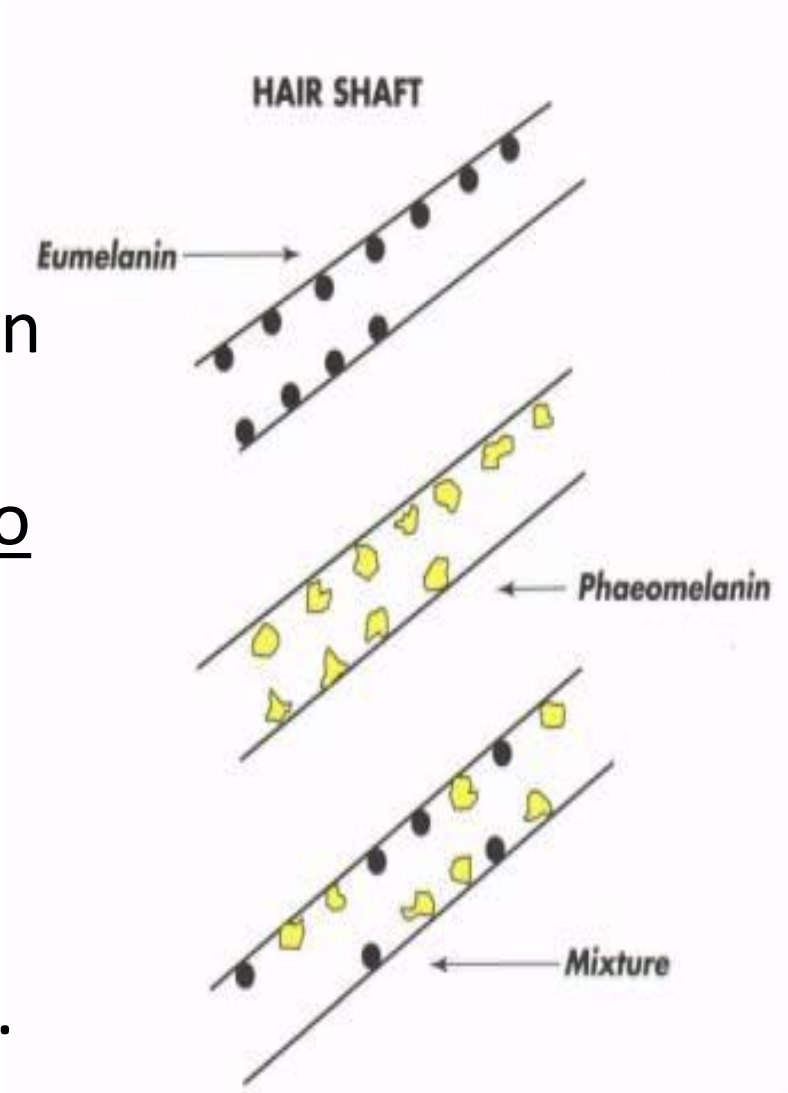


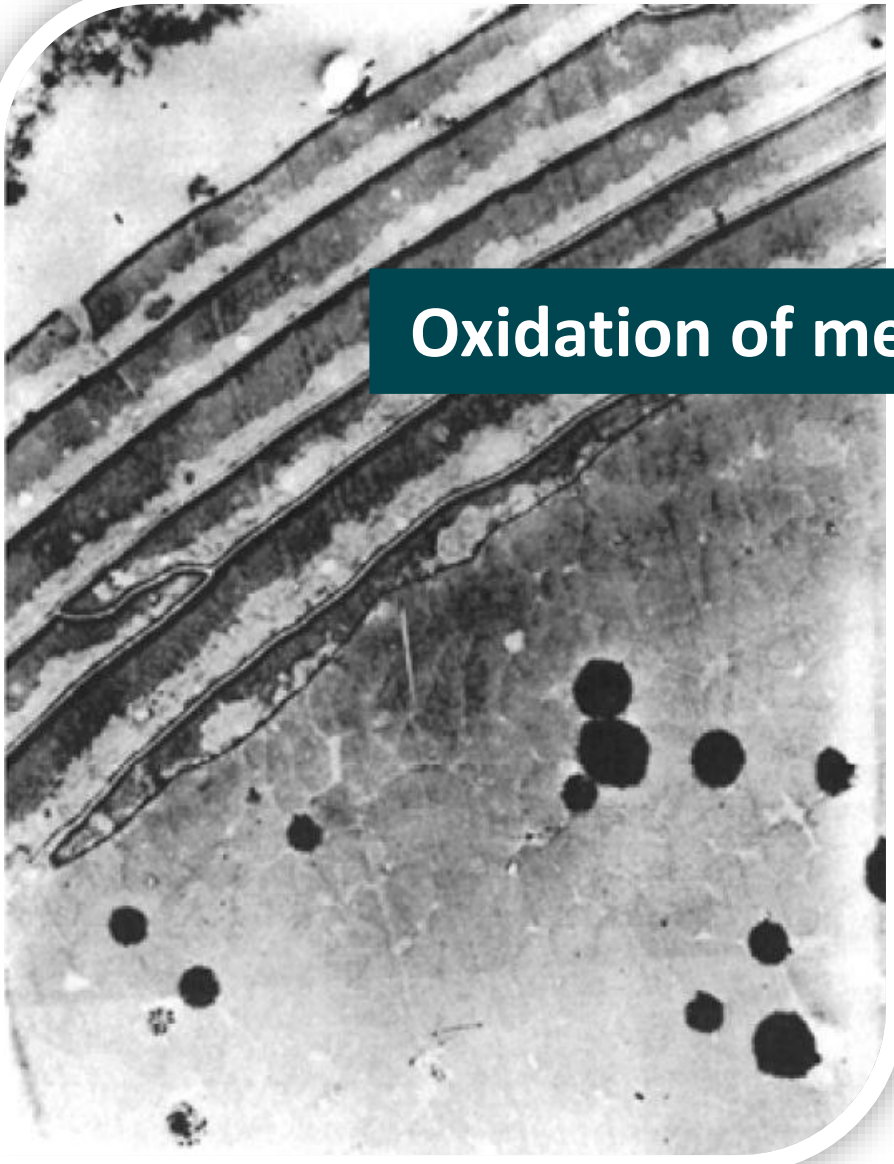
Bond type

- **Several types of bonds that are linking the fibers of keratin together within the hair shaft.**
- **These bonds affect the properties of the hair shaft physically and chemically.**

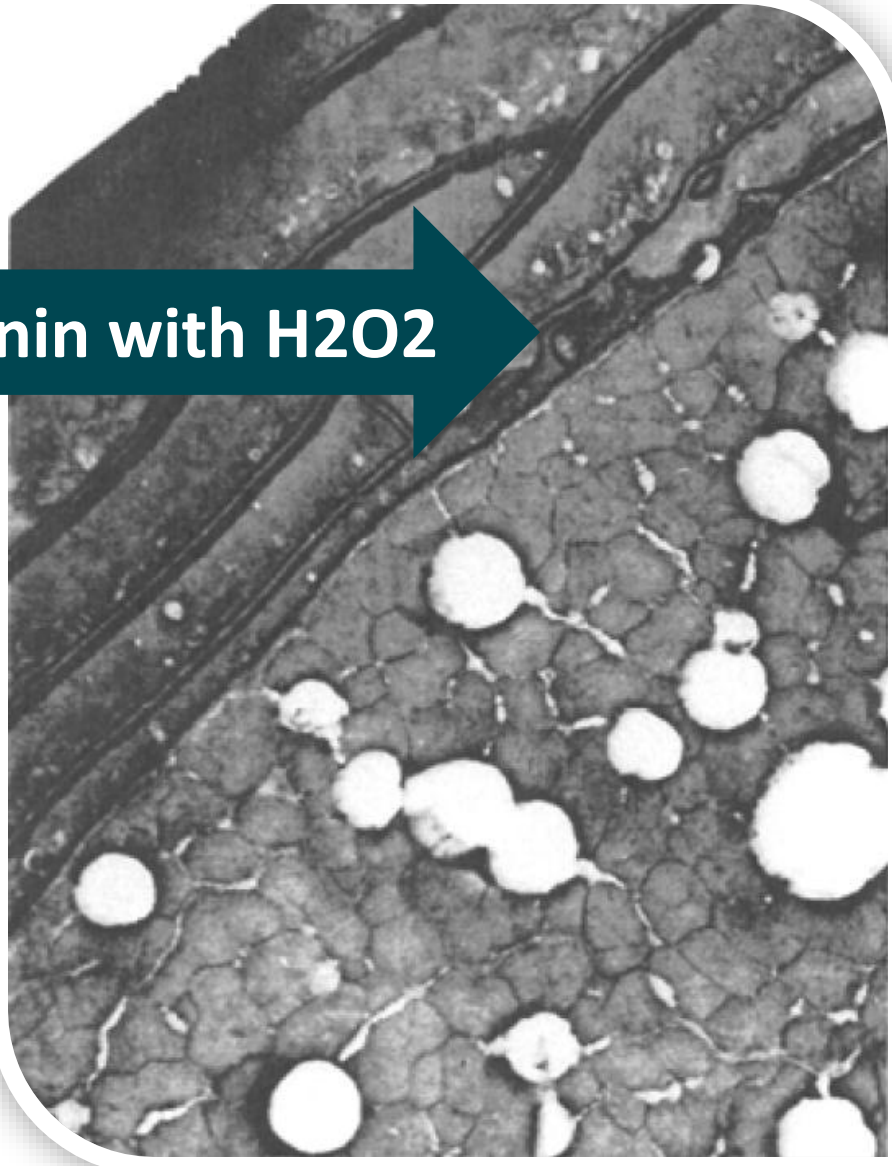
Melanins in cortex

- The cortex also contains melanosomes of the hair pigment melanin, produced when the hair was growing in its follicle.
- <u>The melanosomes are of two types:</u>
    - Eumelanin.
    - Pheomelanin.
- A hair may contain just one type of granule or a mixture.





Oxidation of melanin with H2O2



Oxidation Of Melanin (melanin loses its color when oxidized)

Hair

Hair Care

SHAMPOOING
CONDITIONING
HAIR STYLING
HAIR DRYING

Hair Cure

DAMAGED HAIR
HAIR LOSS
DANDRUFF
LICE

Hair Treatments

Color

COLORING
BLEACHING

Texture

RELAXING
CURLING

Shampoos

Shampoo is designed to:

1. Remove sebum
2. Remove dirts & residues of hair styling products

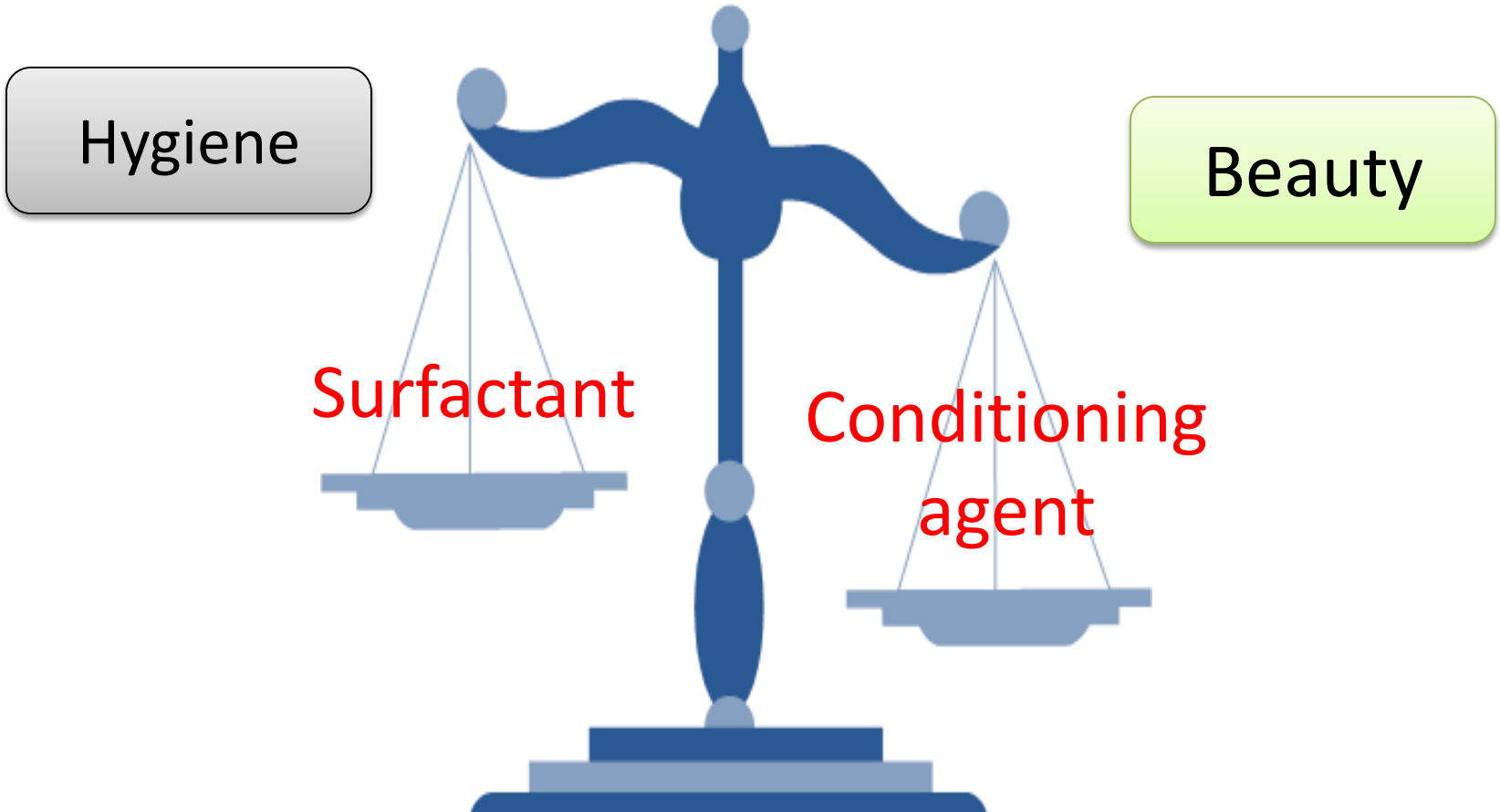
Shampoos

Shampoos can be classified according to

Hair type	oily, dry, normal, colored,…….
Scalp condition	dandruff, hair loss,…
Consumer age	babies, children, adults
Frequency of use	ordinary or frequent shampoo

Shampoo Formulation

- Shampoo is a combination of many detergents with various abilities to create balance.



Ordinary Use Vs Frequent Use

- **Ordinary shampoos**

are used **two** times weekly since they contain higher surfactant concentration

- **Frequent use shampoos** **(Daily shampoo)**

are designed with minimal cleansing properties, to avoid the complete removal of sebum from hair.

Shampoos for dry hair

Dry hair

- dull ,brittle & unhealthy hair
- Hair does not have enough moisture & oil

Shampoo for dry hair

- Minimal cleansing
- Maximal conditioning

Shampoos for oily hair

Oily hair

- Greasy & shiny hair
- Oily hair produce from oily scalp which produce more sebum

Shampoo for oily hair

- Maximal cleansing
- Minimal conditioning

Baby Shampoos

Baby Shampoo

- Minimal cleansing
- Minimal conditioning
- Amphoteric surfactant (non irritant to eye)

Colored Shampoos

Colored shampoo

- Minimal cleansing
- Maximal conditioning

- UV Filter
- Slightly acidic

Wash Fading is the biggest contributor to color fading so it is beneficial not to wash freshly colored hair too frequently.

Daily shampoo(Frequent Use)

Suitable for everyday use

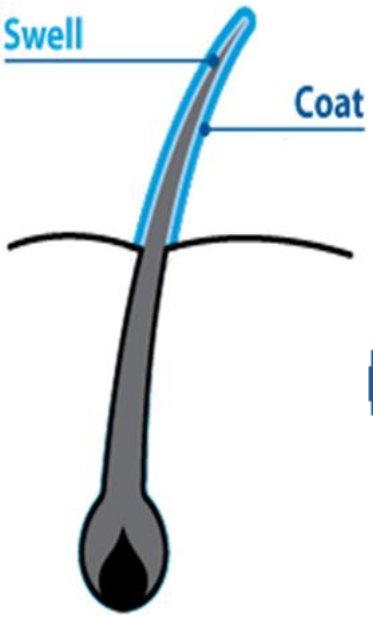
Baby Shampoo & Gentle Shampoo

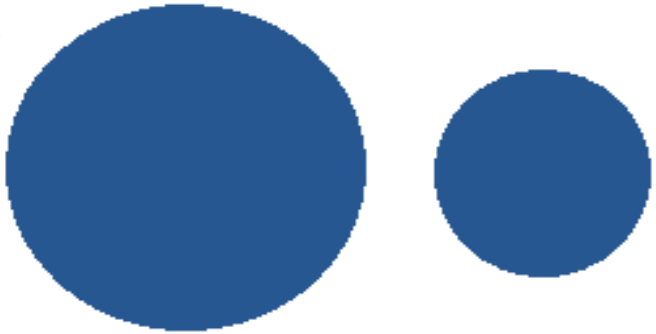
Not to be installed directly into eyes like eye drops

Volumizing Shampoo

For people with fine hair with small diameter.

Works by adding humectants which swell hair shaft

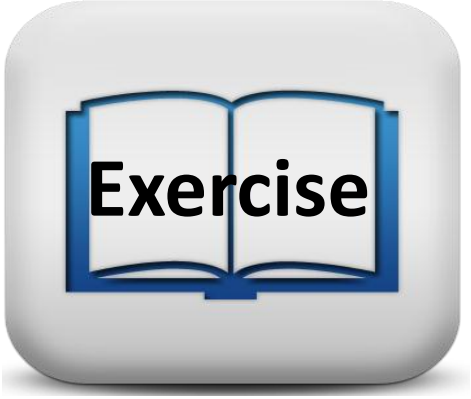




Shampoo

Exercise

Which is Frequent use ?



Which can be used for eye lash cleansing ?

Hair

Hair Care

SHAMPOOING
CONDITIONING
HAIR STYLING
HAIR DRYING

Hair Cure

DAMAGED HAIR
HAIR LOSS
DANDRUFF
LICE

Hair Treatments

Color

COLORING
BLEACHING

Texture

RELAXING
CURLING

Conditioners

Conditioners are products that surround the hair shaft with sebum like substance while avoiding the greasy appearance.

- They may be liquids, creams, masks, hair bath creams, oils, serums .
- Some are **leave in** while others are **rinse off**.
- Rinse off conditioners are **instant** while others are **deep** conditioner.

Benefits of Conditioner

- Increased hair shine &hair softness
- Improve hair styling.
- Decrease static charge

  by neutralizing **– ve** charge on hair shaft

To prevent flyaway hair

Conditioner diversity

Leave in / on Conditioner

Rinse off

Instant Conditioner

Deep Conditioner

Hair cream bath

Hair mask

Instant Conditioners

- Applied directly after shampoo.
- Left in contact with the hair for 1–5 minutes and then thoroughly rinsed.
- Due to their short contact time, they provide minimal conditioning.

Deep Conditioners

- Cream Baths
- Applied and left on the hair for 15–30 minutes .

- Masques
- Applied and left on hair for few minutes .

Once weekly

Leave in/on conditioner diversity

Oils

Serums

Creams

Oil Replacement

Serum

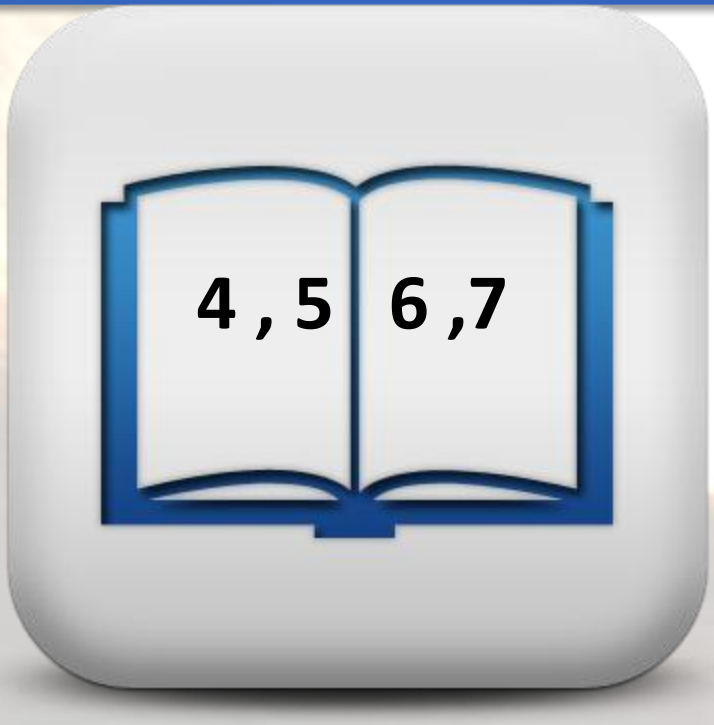
Crystal Serum

Serum for split ends

Serum :

- Non greasy
- Most of hair serum Containing silicon
- Used before **hair dryer** to protect the hair protein from heat damage

Exercise



Mention the Conditioner Type & How to use ?

Leave on

Leave on

Deep (Cr Bath)
15-30 min
1-2/week

Leave on

Deep (Masque)
3-5 min
1-2 /week

A Customer Needs **Deep** Conditioner with least Application time ?

1 min

Hair

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SHAMPOOING
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HAIR DRYING

Hair Cure

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HAIR LOSS
DANDRUFF
LICE

Hair Treatments

Color

COLORING
BLEACHING

Texture

RELAXING
CURLING

Hair styling

POLYMERS

Gel

Mousse

Spray

EMOLLIENTS

Pomade

Hair spray

Hair spray is used after hair styling

Hair mousse

Hair mousse is used during hair styling

Hair spray

Hair mousse

Most of them thermostable

These are more **feminine** products

To change the style after drying new quantity should be applied

anionic charged polymers

cationic charged polymers

The resulting complex could be hard to remove

MOUSSE
EXTRA STRONG HOLD
1 2 3 4

Gels

Tube gels

- Have a medium to high viscosity

Spray gels

- The viscosity is usually from water thin to low-viscous.

Suitable for short haircuts
Formulated in different strength according to conc of polymer
Like hair spray &hair mousse should be removed by shampoo to avoid polymer accumulations

Polymer formulation

Gel

- During styling
- For short hair

Mousse

- During styling
- For long hair

Spray

- After styling
- For long hair

Customer Education

All Removed by Shampoo to Avoid Polymer Accumulation

Dull

Dandruff

Breakage

Pomades

- Pomades designed to straighten , moisturize & add shine to kinky hair
- Pomades contain petrolatum ,wax & lanolin

Pomade Acne

Those who are prone to formation of acne should avoid hair pomades

Hair

Hair Care

SHAMPOOING
CONDITIONING
HAIR STYLING
HAIR DRYING

Hair Cure

DAMAGED HAIR
HAIR LOSS
DANDRUFF
LICE

Hair Treatments

Color

COLORING
BLEACHING

Texture

RELAXING
CURLING

Hair Dryer

WATT

WATT

↑ watt(power) = ↑ air speed= ↓ drying time

Watt from 1700 to 2200

anti-static

IONIC

IONTEC

For fly away hair

Cold air shot

Hair Dryer customer education

Hair is dried with towel

LOOSEN TANGLES

LOW TEMP

DISTRIBUTE

Brushing

Ball ended tips

Brushing

Thermal round brush

Vented Round Brush

Combing

fine tooth comb

Wide tooth comb

Hair

Hair Care

SHAMPOOING
CONDITIONING
HAIR STYLING
HAIR DRYING

Hair Cure

DAMAGED HAIR
HAIR LOSS
DANDRUFF
LICE

Hair Treatments

Color

COLORING
BLEACHING

Texture

RELAXING
CURLING

Hair straighteners & Relaxing

- Heat straighteners
- Chemical (lye Relaxer-no lye Relaxer)
- Keratin

Curly Hair

The naturally curly hair has more disulfide and hydrogen bonds than the straight hair.

More H-bond
More disulfide bond

Thermal Hair straighteners

Thermal Hair straighteners

BRAUN

BaByliss®

IONTEC

CE

IONIC

Colour saver +IONTEC

Nano Titanium Ceramic

90 sec 230°C

TITANIUM PULSE

Thermal Hair straighteners

Temp. display

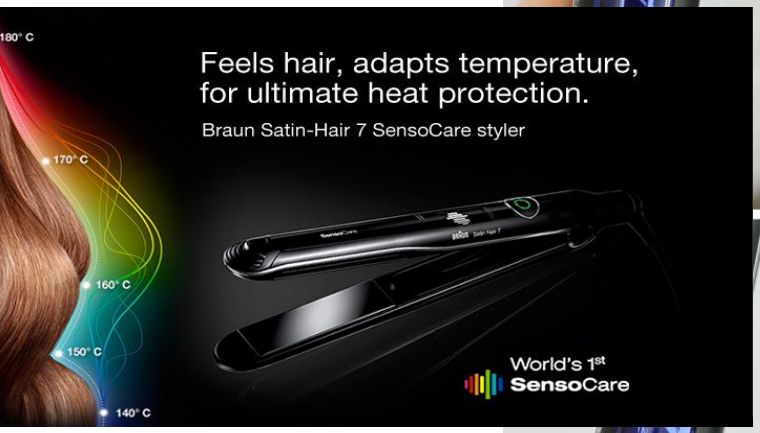
Suitable Temp for hair

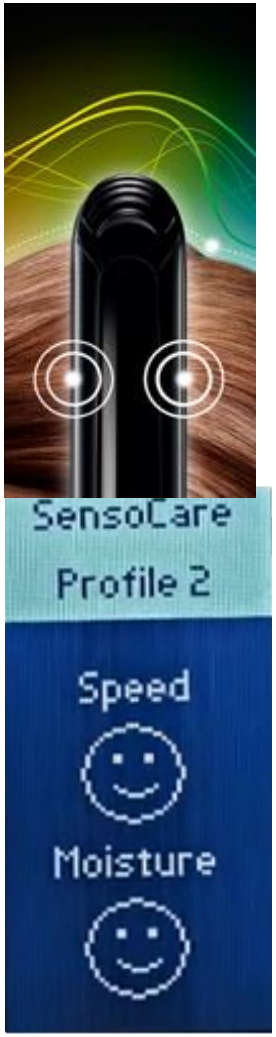
- **Wet hair < 150 C**
- **Damaged & colored hair< 180 C**
- **Kinky hair< 230 C**

Temp. display from 170 to 230

For kinky hair

Braun sensocare





Curling iron

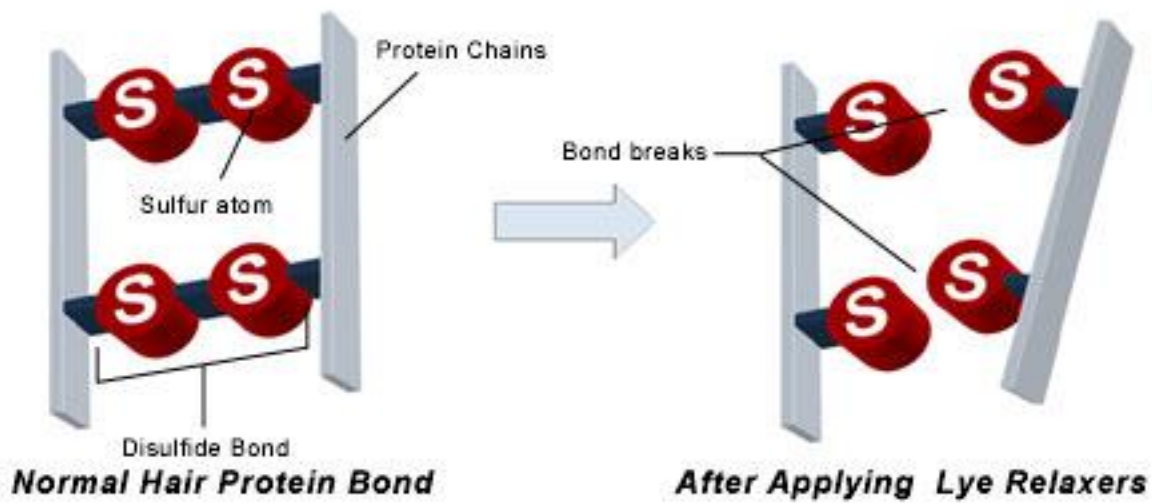
Curling iron

Curl Secret

Curling iron

Chemical relaxer

- Chemical relaxers is reducing reaction
- The reducing agent break down the disulphide bond



Chemical relexers

No lye relaxer

Chemical relexers

1- Guanidine hyroxide

less damage for hair as it has lower PH than lye Relaxer &less irritant to the scalp

Chemical relexers

2-Thioglycolates

- More damage for hair
- Chemical burn to scalp can also occur

Keratin

What is the shampoo is used after keratin straightener

Every strand Keratin shampoo

Hair

Hair Care

SHAMPOOING
CONDITIONING
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HAIR DRYING

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HAIR LOSS
DANDRUFF
LICE

Hair Treatments

Color

COLORING
BLEACHING

Texture

RELAXING
CURLING

Hair Treatments

HAIR COLORANTS

Hair Coloring

- Is a technique used by both men and women for:
  - Covering white hair.
  - Wanting a different color from the natural hair color.

Types of Hair Colorants

- They are classified according to the **permanency** of the induced color change into:
  - Gradual
  - Temporary
  - Semi-permanent
  - Oxidative dyes (Demipermanent and Permanent)
  - Bleaching

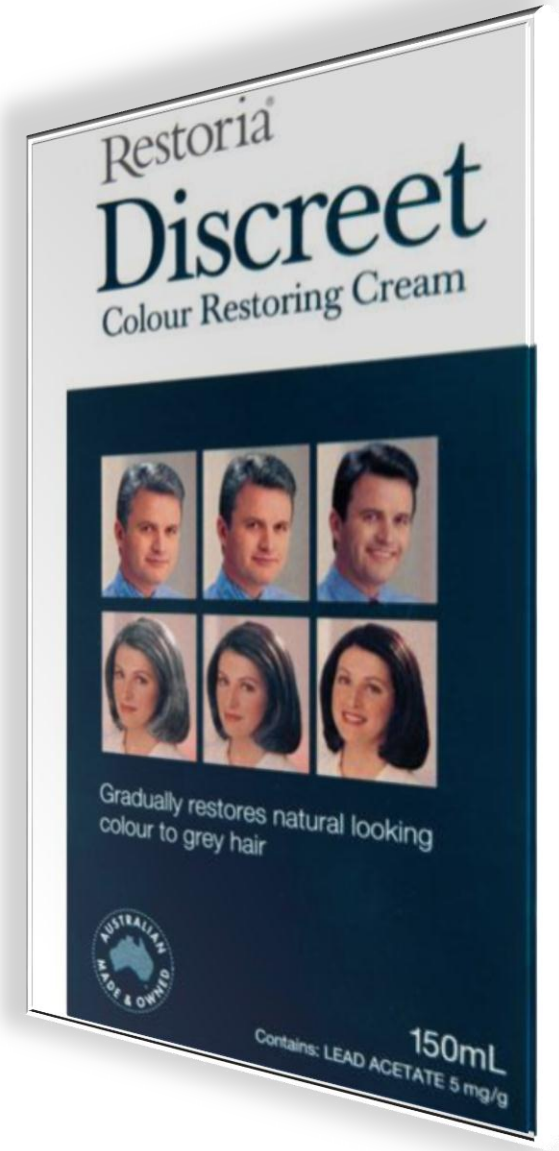
Gradual Hair Colorants

- require repeated application to result in gradual darkening of the hair
- from white →

  light brown

  → black

over a period of weeks



- Work by depositing metal salt eg lead ,bismuth).

Gradual Hair Colorants

- . Men like gradual effect.
- Men also tend to cut their hair frequently so they get rid of damaged hair.

- Color change needs a period of weeks.
- Poor color quality, stiff, brittle, and dull hair may result.
- Lightening is not possible

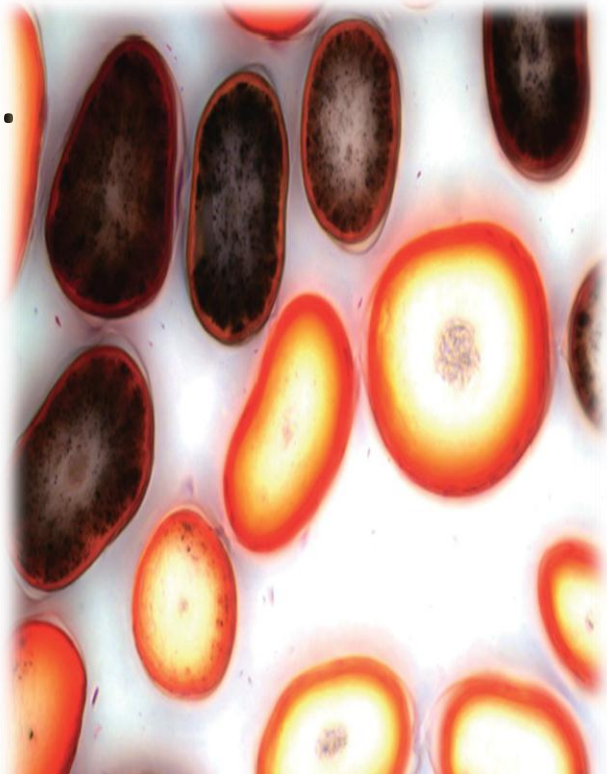
Temporary hair colorants

- Removed in one shampooing.
- They do not damage the hair shaft.

Semipermanent Hair Colorants

Henna

- **lasting through 6–10 shampooings.**
- They **Don't lighten hair** since they do not contain hydrogen peroxide.
- EX. Vegetable dyes(Henna)

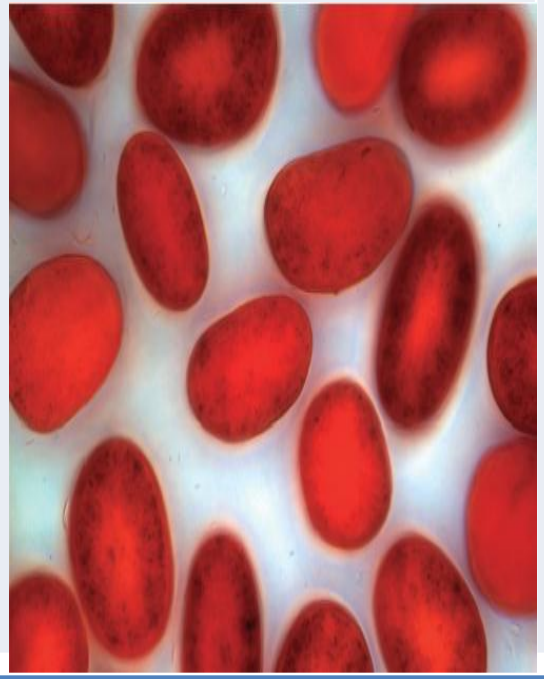
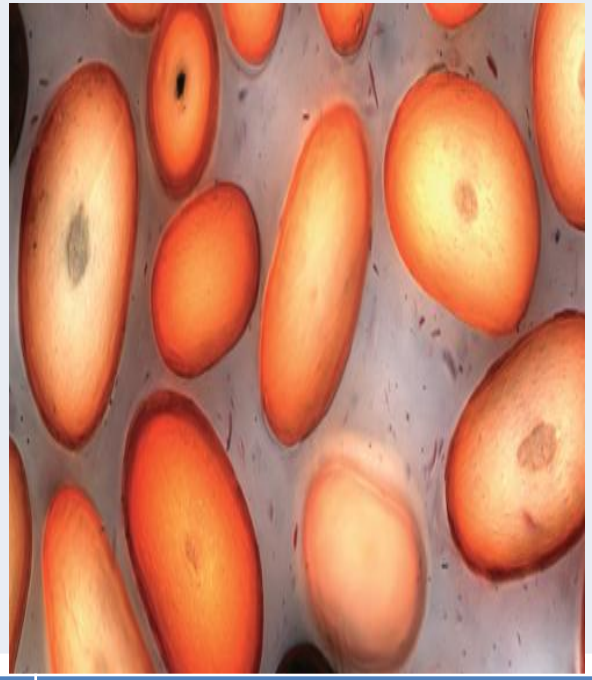


Oxidative Hair Colorants

- They include:
  - Demipermanent dyes
  - Permanent dyes
- Is the most popular hair colorants on the market today due to:
  - wide color variety
  - Ability to both lighten and darken hair
  - Lasting effect

Role of alkalizing agent

- Act as catalyst for H2O2.
- Increase the porosity of cuticle.
- Rate of bleaching increases with increasing pH.
  - Ammonia
  - Primary amine
  - Secondary amine
  - Tertiary amine

	Permanent	Demi-permanent
Alkalizing agent	High strength Ammonia	Low strength (Ammonia free)Ex: monoethanolamine
Dye penetration	Complete penetration across the cortex	Less efficient (Ring dye effect)
		
Color is washed out after …	Up to more than 50 shampooing	In around 25 shampooings

Demipermanent Dye

Ammonia free

Permanent dye

NEW
FOAM

VELLA
ON

TINTURA
COLORACIÓN PARA
EL CABELLO
30
WELLA
KOLESTON
1
Cont. Net. 60 mL

WELLA
KOLESTON
ACTIVADOR·ACTIVADOR
APERTE
AQUÍ
APERTE
AQUÍ
2
Cont. Net. 60mL

WELLA
KOLESTON
3
Cont. Net. 10 mL
WELLA
KOLESTON
3
Cont. Net. 10 mL

Application Instructions

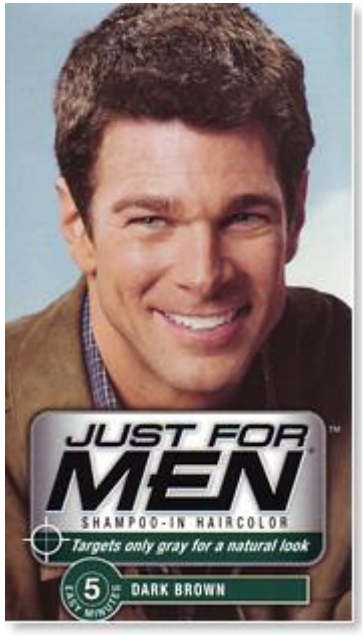
- User should read the instructions of the kit and stick strictly to the time of each step mentioned in the instructions.
- The two bottles are combined **immediately prior to use** and must be **shaken vigorously** to thoroughly mix the ingredients.
- The dye must be **applied immediately** to **dry unwashed hair** since sebum minimizes scalp irritation and cannot be saved for later use.
- The dye is left in contact with the hair for 25–40 minutes, depending on the color selected and whether the hair has been previously chemically treated.

Men hair dye

Bigen
Speedy
Hair Color Conditioner
No.002 Brownish Black
with Natural Herbs
Darkens gray hair in 5 min

Bigen
Bigen

Mustache & Beard
JUST FOR MEN
BRUSH-IN COLOR GEL
5 EASY MINUTES
MEDIUM BROWN


JUST FOR MEN
SHAMPOO-IN HAIRCOLOR
Targets only gray for a natural look
5 EASY MINUTES
DARK BROWN

Hair Care

LIGHTENING & BLEACHING

Benefits of Bleaching

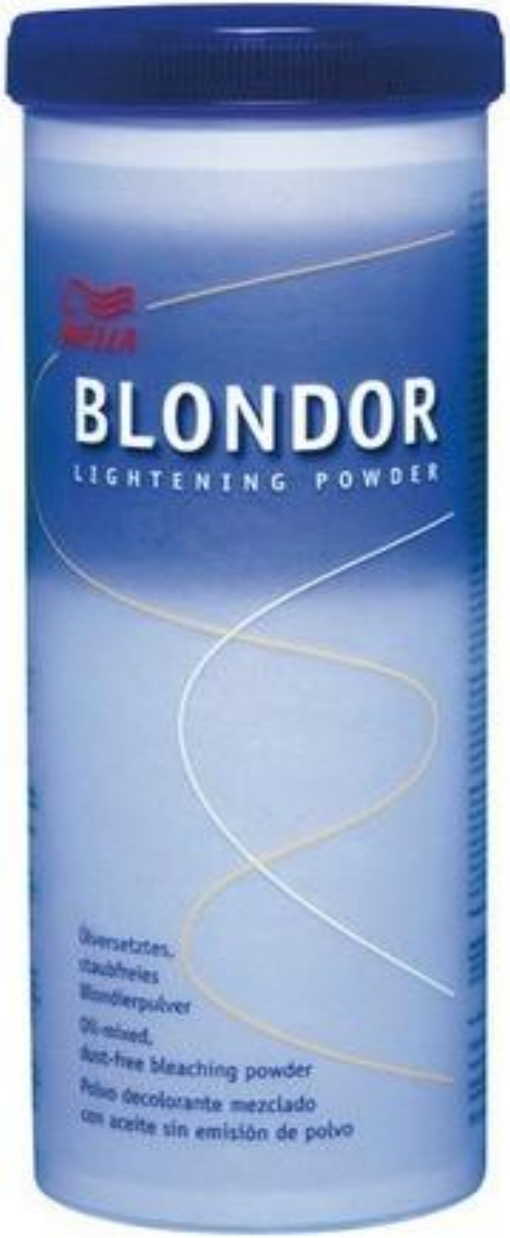
- To prepare hair for the application of a dye of a shade lighter

Lightening Level and color	Bleaching power‡		
	Medium	Strong	Powerful
1. Black			
2. Brown			
3. Dark chestnut			
4. Chestnut			
5. Light chestnut			
6. Dark blond	2 tones		
7. Blond			
8. Light blond		4 tones	
9. Very light blond			
10. Light, light blond			6 tones

‡Starting from level no. 4.

Bleaching

Mix blonder powder with H202



Bleaching Creams

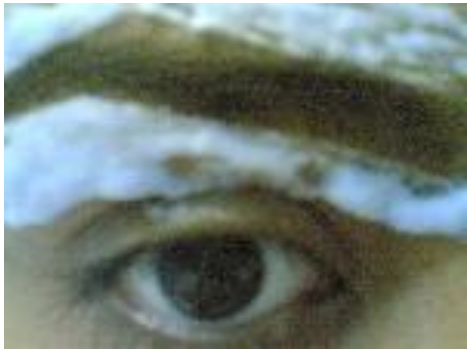
For body & face hair

✓ This is another method of dealing with the problem of excess hair.

✓ The hair is still there, but is less obvious and almost invisible

Bleaching Creams for face &body

- Generally contain ammonia and sometimes other alkaline agents.
- Mixed just before use with hydrogen peroxide solution. **(oxidizing agent)**
- The cream form can be applied locally with more success.



Customer Education

- Avoid daily shampoo (**use shampoo for colored hair**)
- Hair dye & chemical relaxer must be applied to dry unwashed hair
- Avoid over heat (sun-dryer-straightener)
- Ammonia free hair dye more safe &less irritant than permanent hair dye

Customer Education

- If both hair chemical relaxer & hair dyeing are to be performed

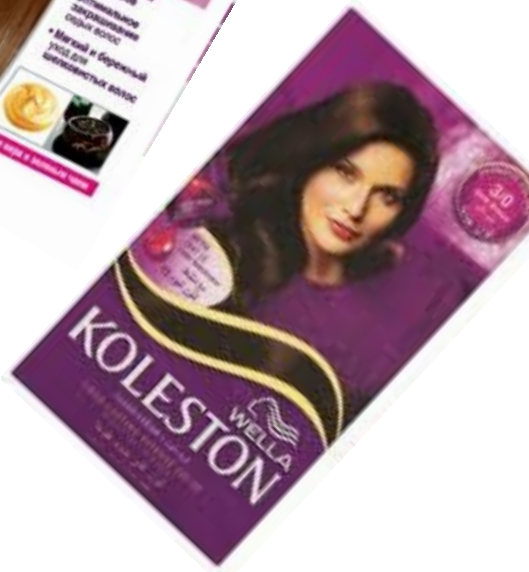
  (first hair chemical relaxer then hair dyeing)

  (allow 10 days between hair chemical relaxer & hair dyeing)

- Bleaching is more damaging than dyeing

- Lightening more damage than darkening

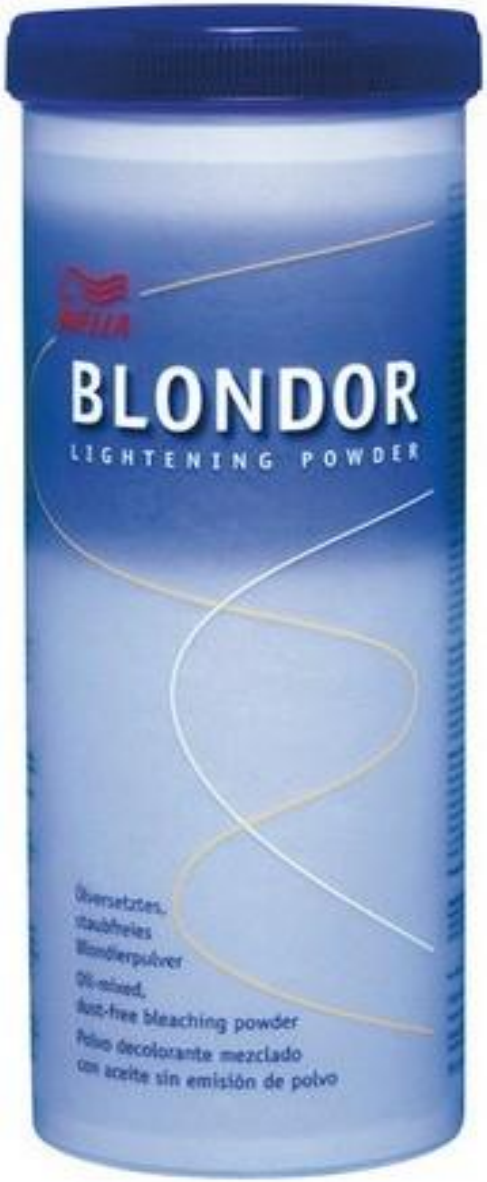
What is the difference ?



henna

What is the difference ?

What is the difference ?



Hair

Hair Care

SHAMPOOING
CONDITIONING
HAIR STYLING
HAIR DRYING

Hair Cure

DAMAGED HAIR
HAIR LOSS
DANDRUFF
LICE

Hair Treatments

Color

COLORING
BLEACHING

Texture

RELAXING
CURLING

Damaged Hair

- Damaged hair due to damage of hair cuticles
- Damaged hair is dry and brittle

Causes of damaged hair

Causes of damaged hair

- **External factors**

  - Frequently bleaching, dyeing, straightening the hair
  - Washing the hair too frequently
  - Vigorously rubbing the hair
  - Using dryers and other styling equipments too frequently
  - More sun exposure

- **Internal factors:**

  include poor diet, stress, insomnia and Anemia, vitamins deficiency especially during pregnancy and lactating period

Hair

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SHAMPOOING
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Color

COLORING
BLEACHING

Texture

RELAXING
CURLING

Hair Growth Cycle

1-Anagen phase

growth phase (2-6 years)

2-Catagen phase

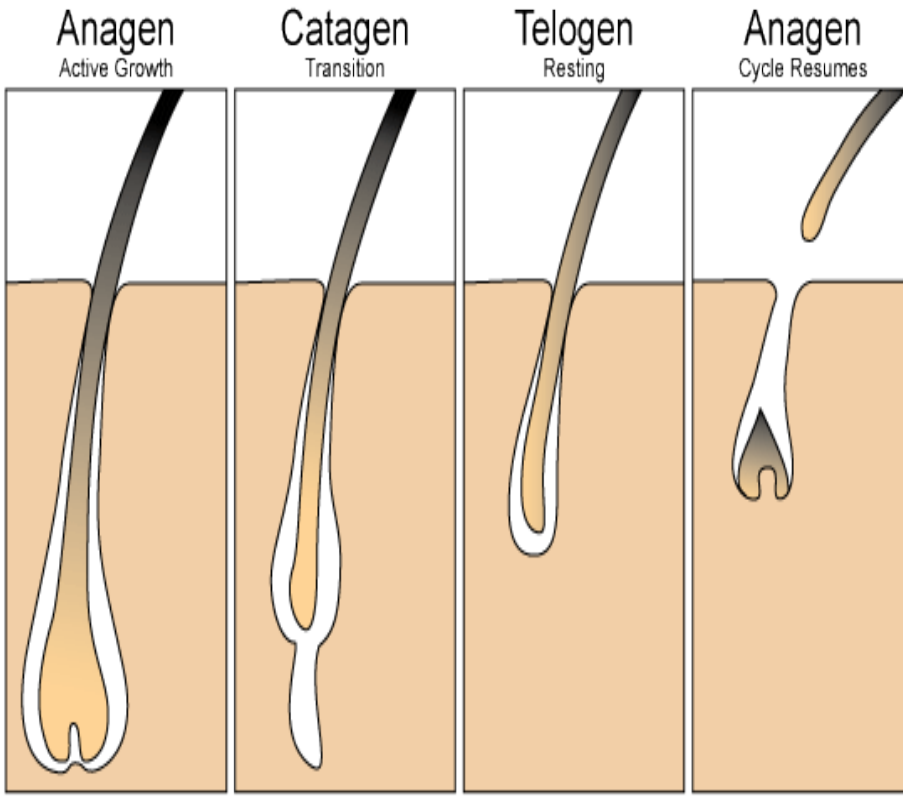
transitional phase (1-2 weeks)

1- The hair growth slows
2- The hair follicle shrinks

3-Telogen phase

Resting phase (2-4 month)

1-The hair growth stops
2-Old hair detaches from the hair follicle
3-New hair begains the growth phase



Alopecia

The word alopecia means "hair loss"

Any form of hair loss is an alopecia

Traction alopecia

Twisted &broken hairs are frequently evident

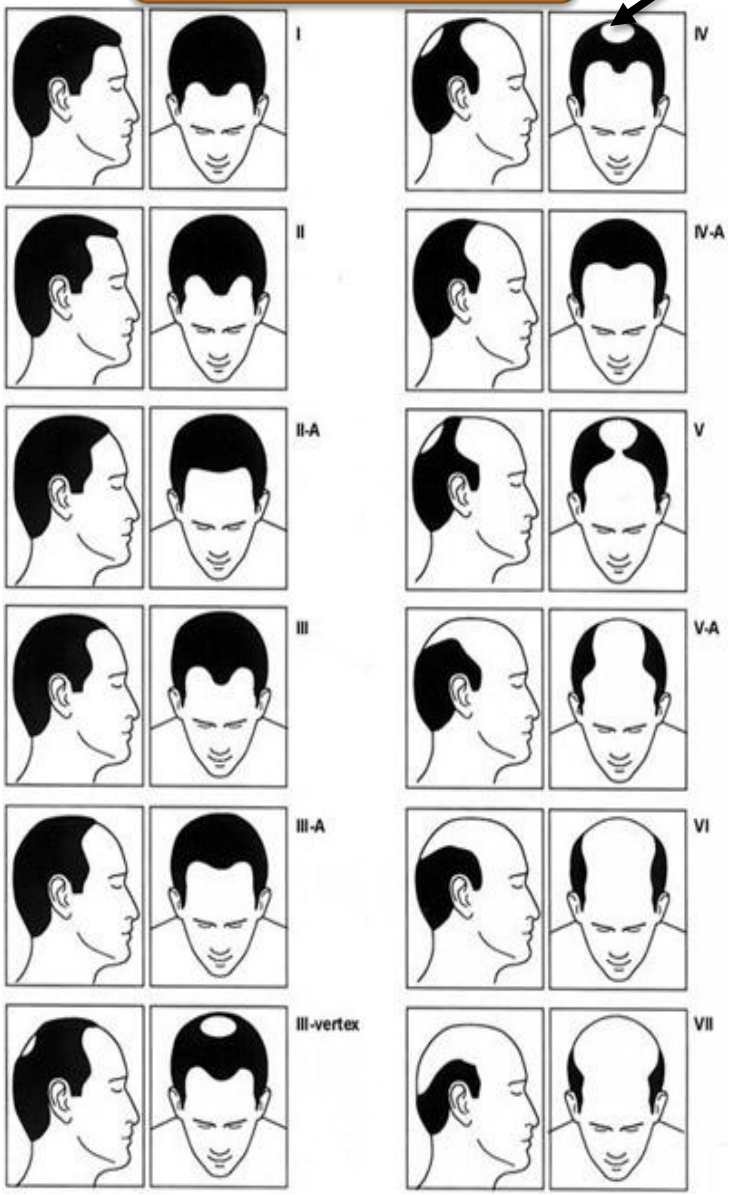
Trichotillomania

Twisted &broken hairs are frequently evident

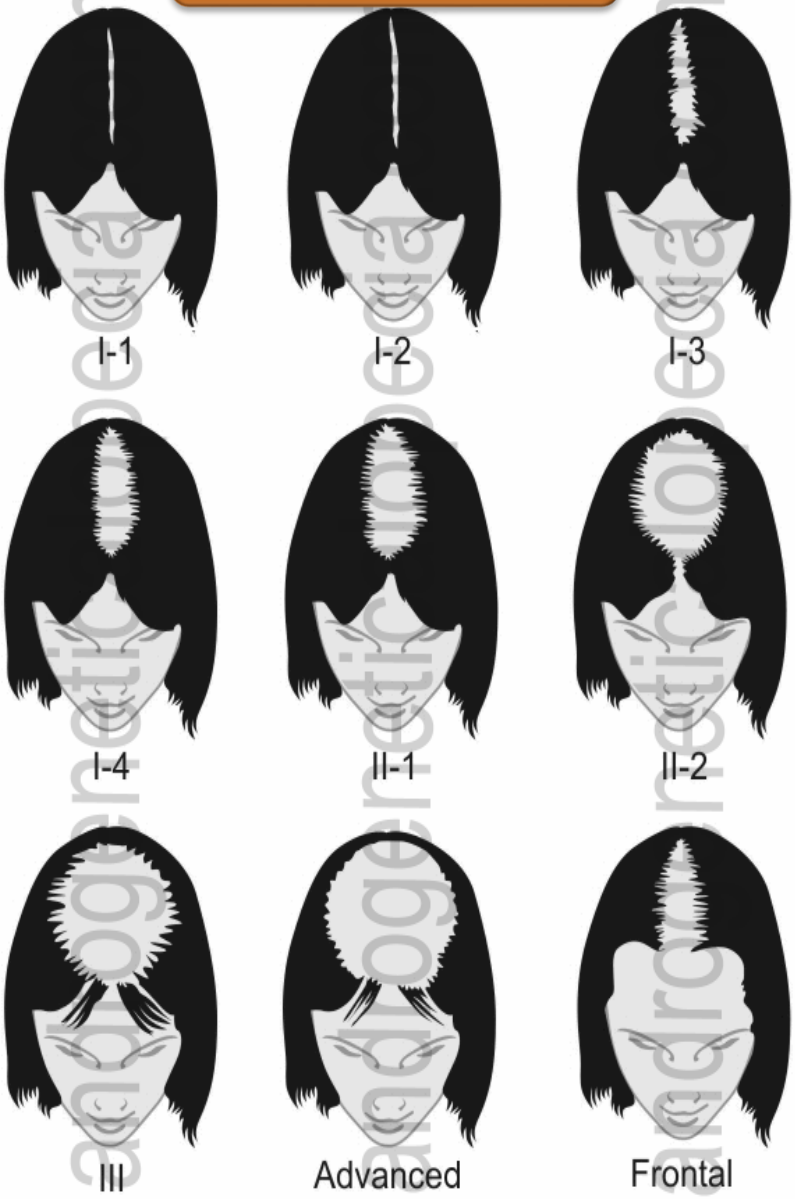
Androgenetic Alopecia

MPHL

vertex



FPHL



Androgenetic Alopecia

- Commonly affecting both men and women.
- The incidence is generally considered to be greater in males than females.
- The incidence of Androgenetic alopecia increases greatly in women following menopause.

Androgenetic Alopecia

Testosterone → (5 α reductase enz) → DHT

↑ DHT → ↑ Hair loss

- **Men have 3.0–3.5 times more 5α-reductase than women and this may explain why female androgenetic alopacia is usually less severe than male AGA.**

- **The total androgen receptor content is 40% more in men than in women**

Androgentic alopecia pathophysiology

There is **gradual** conversion of terminal hairs to vellus hairs. **(thinning of hair)**

Shampoo for Hair loss

Men

Women

Daily

Shampoo for Hair loss

Anagen plus shampoo

Twice weekly

Androgentic alopecia treatment

- Androgenetic alopecia treatment are most effective when **start early**

MINOXIDIL

- Should be used with caution in patients with cardiovascular disease

- Minoxidil should not be used by pregnant or lactating women.

Androgentic alopecia treatment

Apply **7 sprays** to the scalp morning & **7 spray** to the scalp night for one month

Maintenance phase :

Apply 7 sprays to the scalp morning &7 spray to the scalp night 3 times per week for 3 months

contain Sabal extract **5 alpha Reductase Inhibitor**

Androgenetic Alopecia treatment

Finasteride (For male)

(propecia 1 mg /day)

It is a 5-alpha reductase inhibitor

(Inhibits conversion of testosterone to DHT)

FDA approved finasteride at a dose of 1 mg/day for men with androgentic alopecia.

physician

Androgenetic Alopecia treatment

Androgen antagonists (For female)

- **Spironolactone 200 mg**
  (aldactone)

- **Cyproterone (anti androgen)**
  (androcure)

physician

Alopecia areata

Definition :

A condition affecting humans, in which hair is lost from some or all areas of the body, usually from the scalp

Causes :

No definite cause, it may be hereditary , autoimmune disease & emotional stress .

Alopecia areata

Alopecia Barbae

Alopecia Totalis

- 100% loss of hair on scalp

Alopecia Universalis

- 100% loss of hair on scalp and body.

Alopecia areata treatment

1- Counter irritant (cantharides or capsicum).

2- Minoxidil .

3- Topical corticosteroid .

Alopecia areata treatment

Twice daily

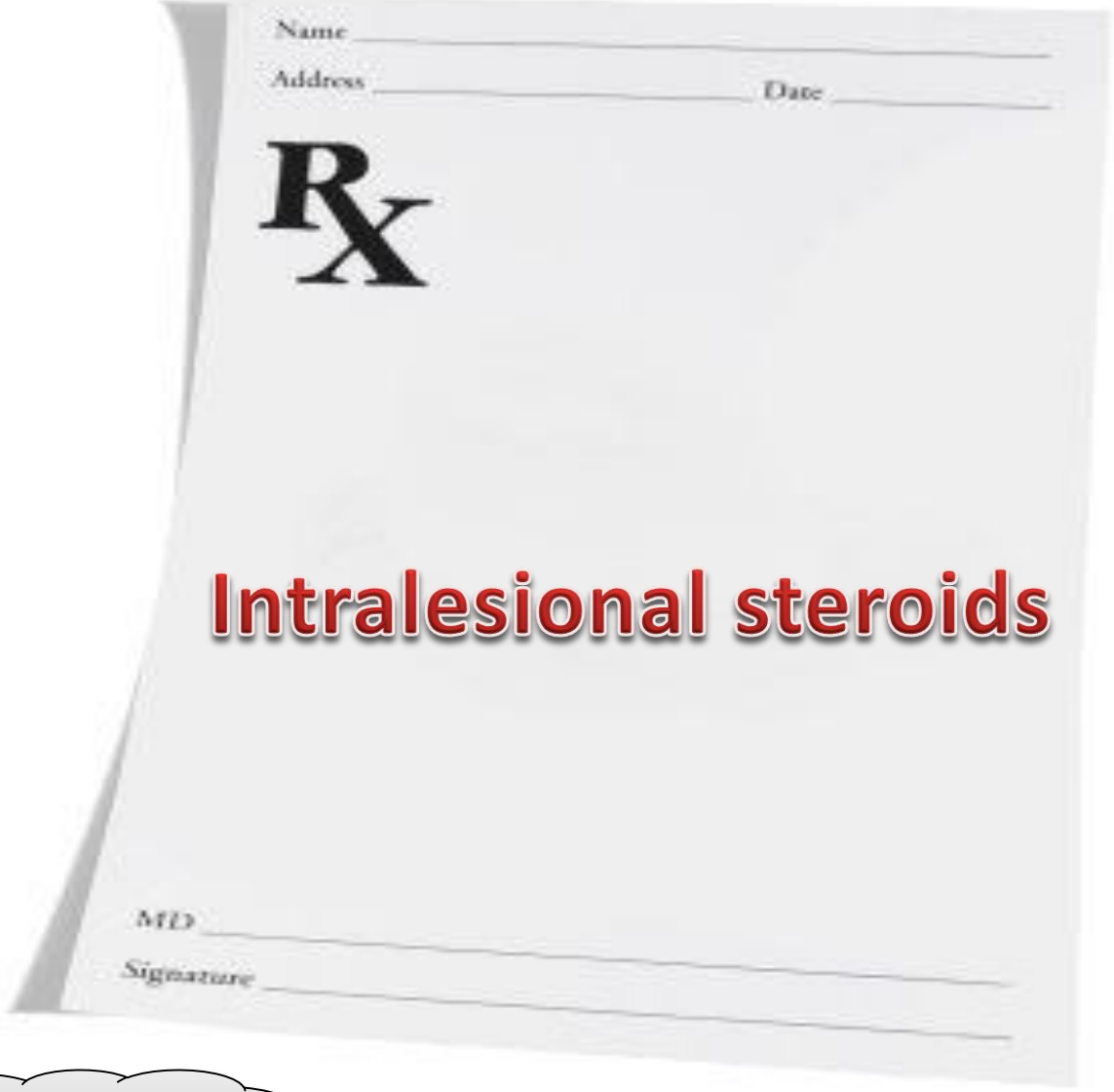
1

2

3

After 30 min

Alopecia areata treatment



Intralesional steroids

physician

TELOGEN EFFIUVIUM

Normally we loss about 50 – 100 hairs daily which are replaced by new hairs .

TELOGEN EFFLUVIUM

- Characterized by **diffuse** hair shedding
- Hair comes out by roots

TELOGEN EFFlUVIUM

TE may be one of the two types:

- **Acute form,**

is hair loss less than 6 months.

- **Chronic form**,

is hair loss more than 6 months.

TELOGEN EFFlUVIUM

- Anemia and iron deficiency .

  (brittle nails-fatigue-pale skin color-shortness of breath-decreased appetite)
- After delivery
- Contraceptive pills.
- Hypothyrodism

  (weight gain-cold intolerance-skin dryness)
- Stress
- Crash diet
- Some drugs (Warferin – Beta blockers – Allopurinol, ….ETC

LABORATORY TESTS

Large amounts of zinc in supplements (> 25 mg/day) may affect iron absorption adversely.

TELOGEN EFFlUVIUm TREATMENT

Treat the main cause

Anti-hair loss shampoo

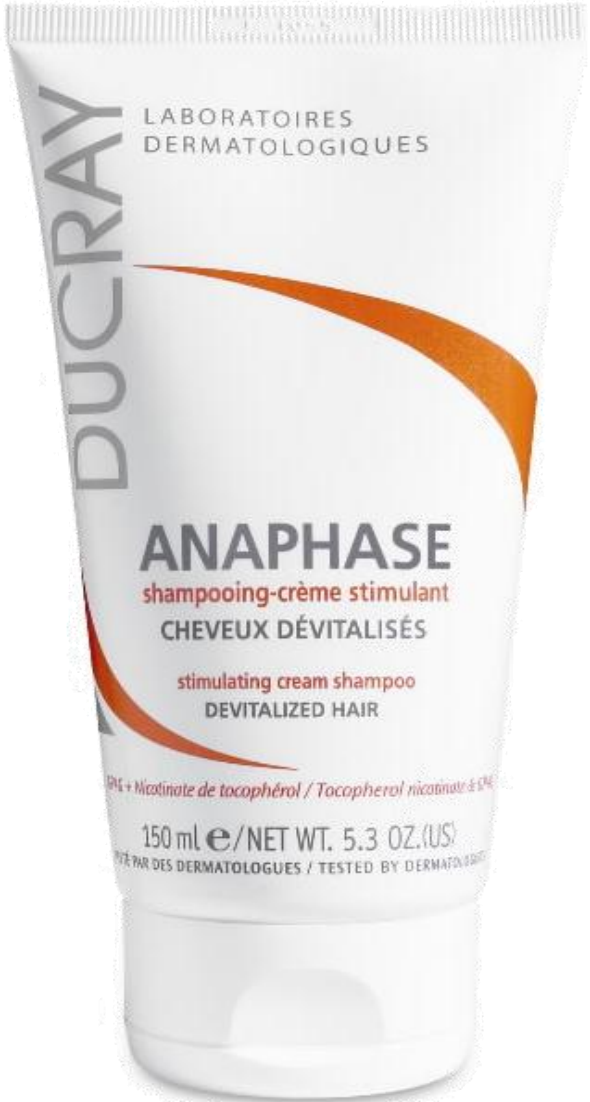
Cosmeceuticals

Iron supplements

Dietary supplements

TELOGEN EFFLUVIUM TREATMENT

Anti-hair loss shampoo



TELOGEN EFFLUVIUM TREATMENT

10 spray 3 times weekly
at night
for 2 months

Women

(Men)

One ampoule daily for 6 week **then** 3 times weekly

Acute hair loss

TELOGEN EFFLUVIUM TREATMENT

one ampoule daily for 3 months
Contain stemoxydine 5 %

12 spray at night for 3 months

(women)

Chronic hair loss

Hair loss

Women

Daily & do not rinse

One amp three times weekly For 2 months **then** twice weekly for 1 month

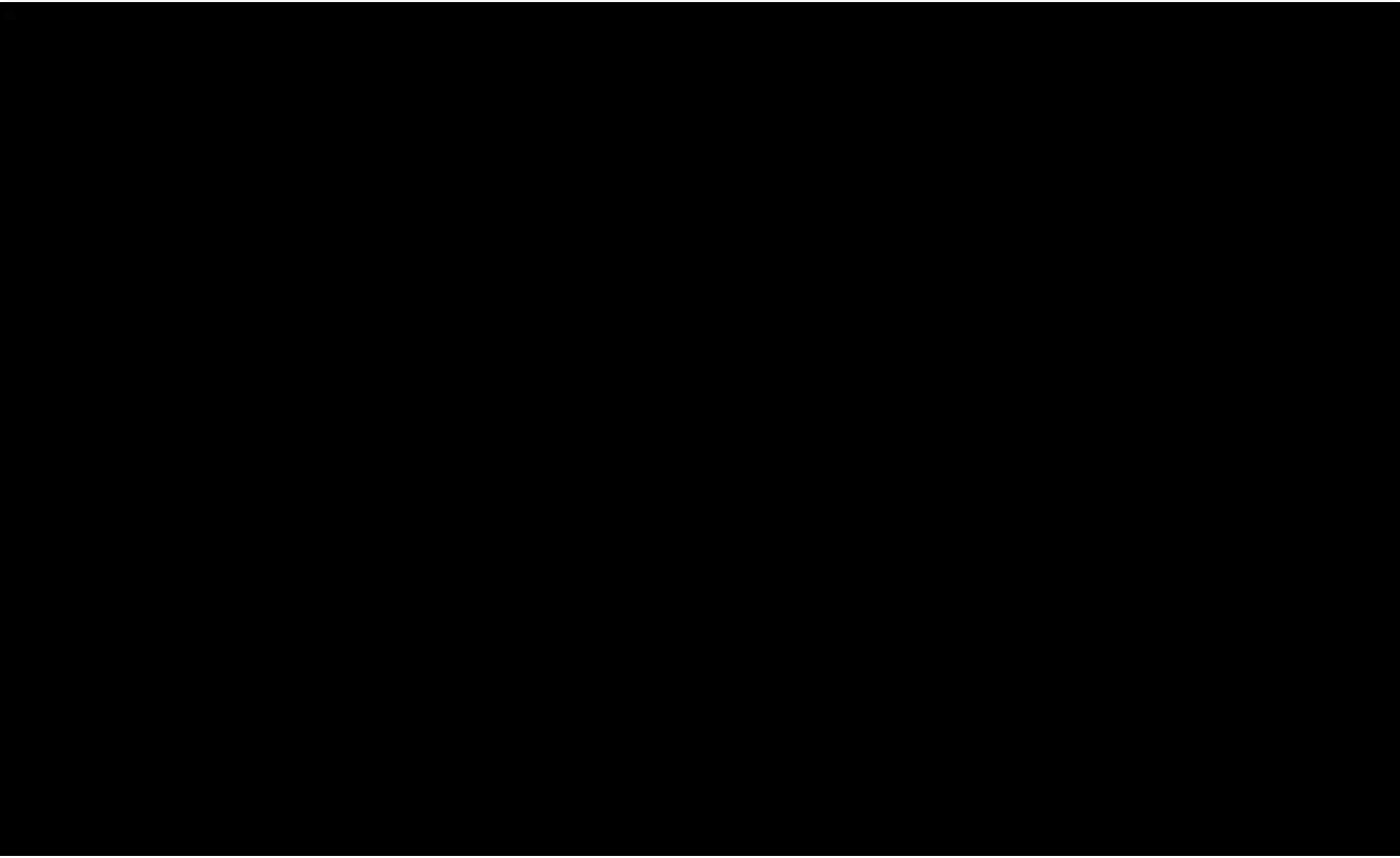
(Men)

Daily & do not rinse

One amp three times weekly For 2 months **then** twice weekly for 1 month

TE (prevent hair loss & improve hair growth)

Hair loss



TE (prevent hair loss & improve hair growth)

TELOGEN EFFlUVIUM TREATMENT

Iron & Dietary supplements

Two tab daily

Once daily
Iron –biotin -zinc

Biotin strengthens the hair roots

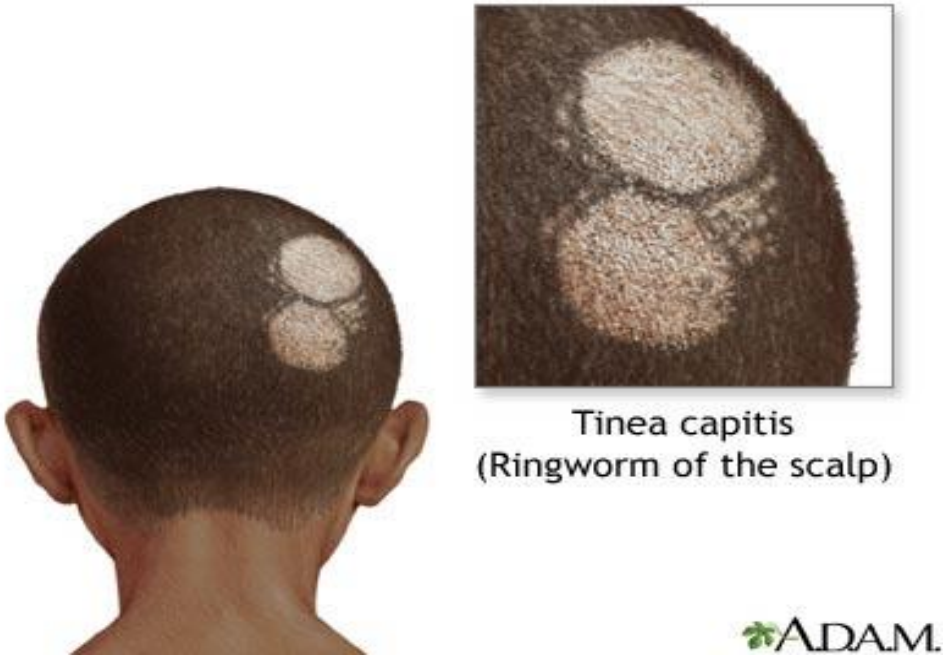
Once daily
24 mg Zinc

HAIR LOSS

Differential Diagnosis

Cicatricial Alopecia

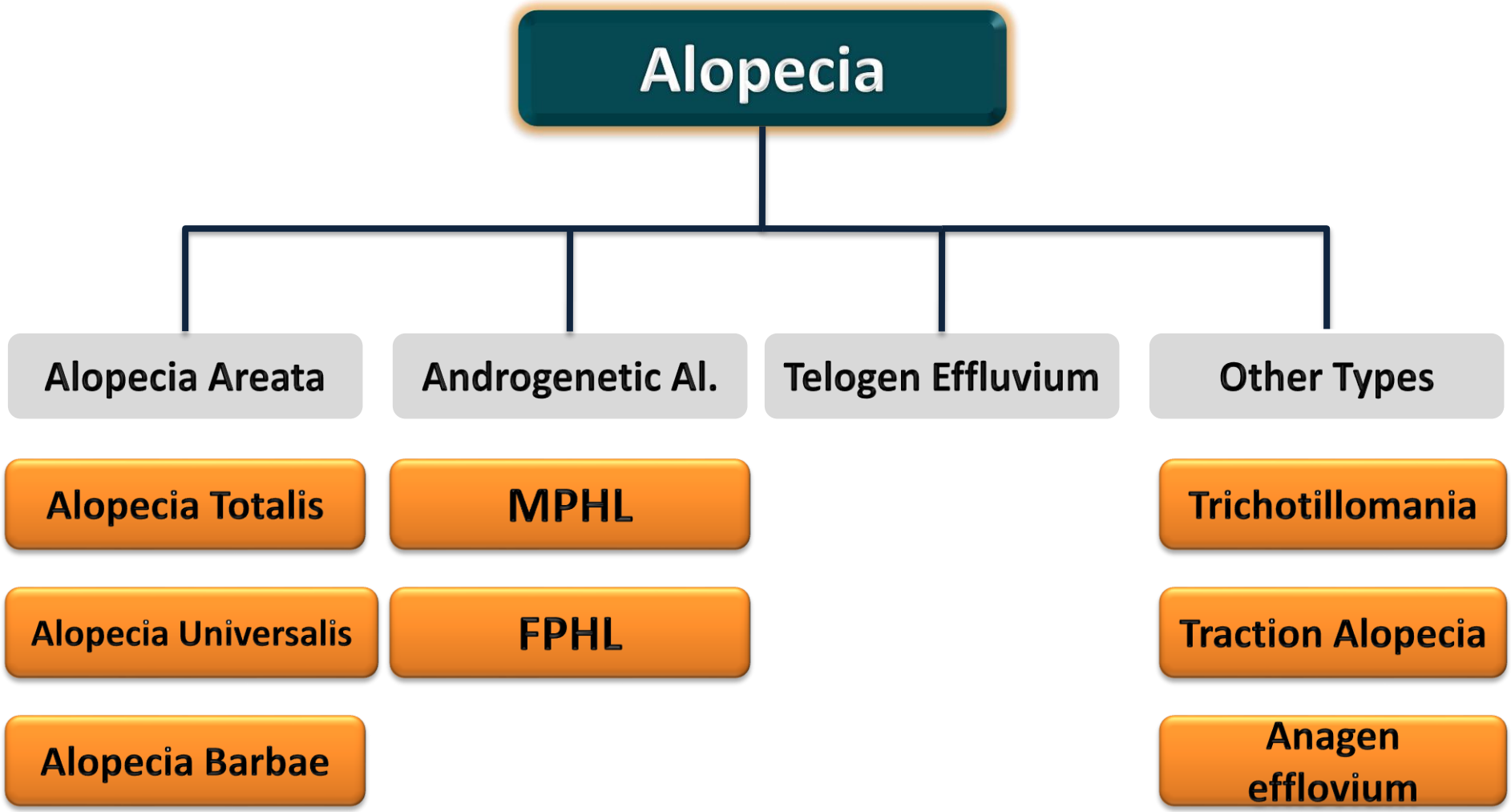
Tinea Capitis



Tinea Capitis

Tinea capitis
(Ringworm of the scalp)

Characterized by broken hairs &scales.


Alopecia
Alopecia Areata
Androgenetic Al.
Telogen Effluvium
Other Types
Alopecia Totalis
Alopecia Universalis
Alopecia Barbae
MPHL
FPHL
Trichotillomania
Traction Alopecia
Anagen efflovium

Hair

Hair Care

SHAMPOOING
CONDITIONING
HAIR STYLING
HAIR DRYING

Hair Cure

DAMAGED HAIR
HAIR LOSS
DANDRUFF
LICE

Hair Treatments

Color

COLORING
BLEACHING

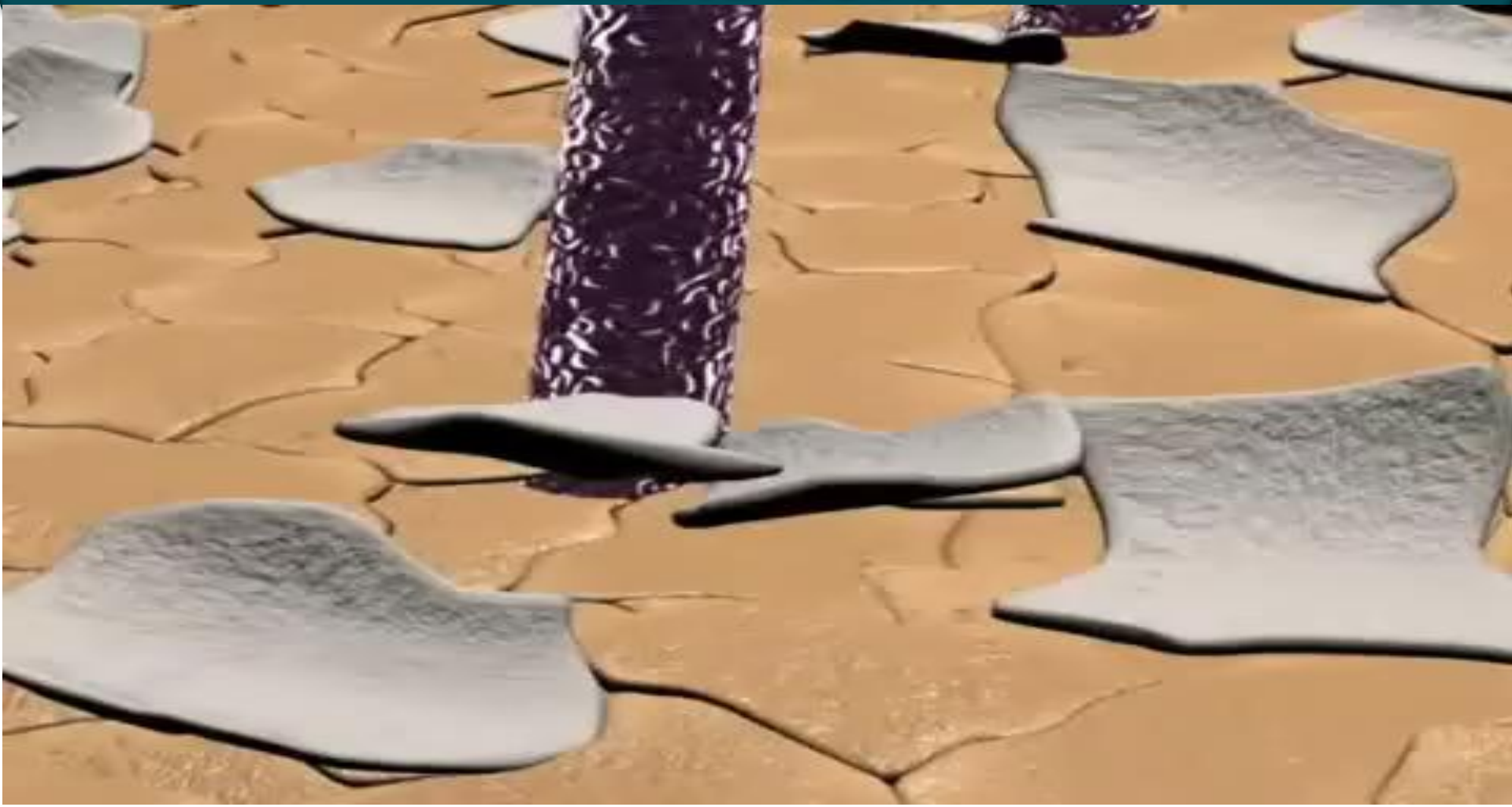
Texture

RELAXING
CURLING

DANDRUFF

- What is dandruff
- Is it bacterial or fungal infection
- Is it contagious
- Types and age
- Where can be seen
- Curable or controllable

DANDRUFF



- Pathogenesis:
  - Yeast Proliferation.
  - Faster cell proliferation.
  - Hyperseborrhea(agr.F).

DANDRUFF : common triggers

– Increased oil production.

– Sweating.

– Poor hygiene.
(Infrequent shampooing.)

DANDRUFF

Types of Dandruff

- Dry Dandruff
- Oily Dandruff
- Flaky Itchy Dandruff
- Milk Crust
- Eyelid Dandruff

Dandruff

Dry Dandruff

Dandruff

Oily Dandruff

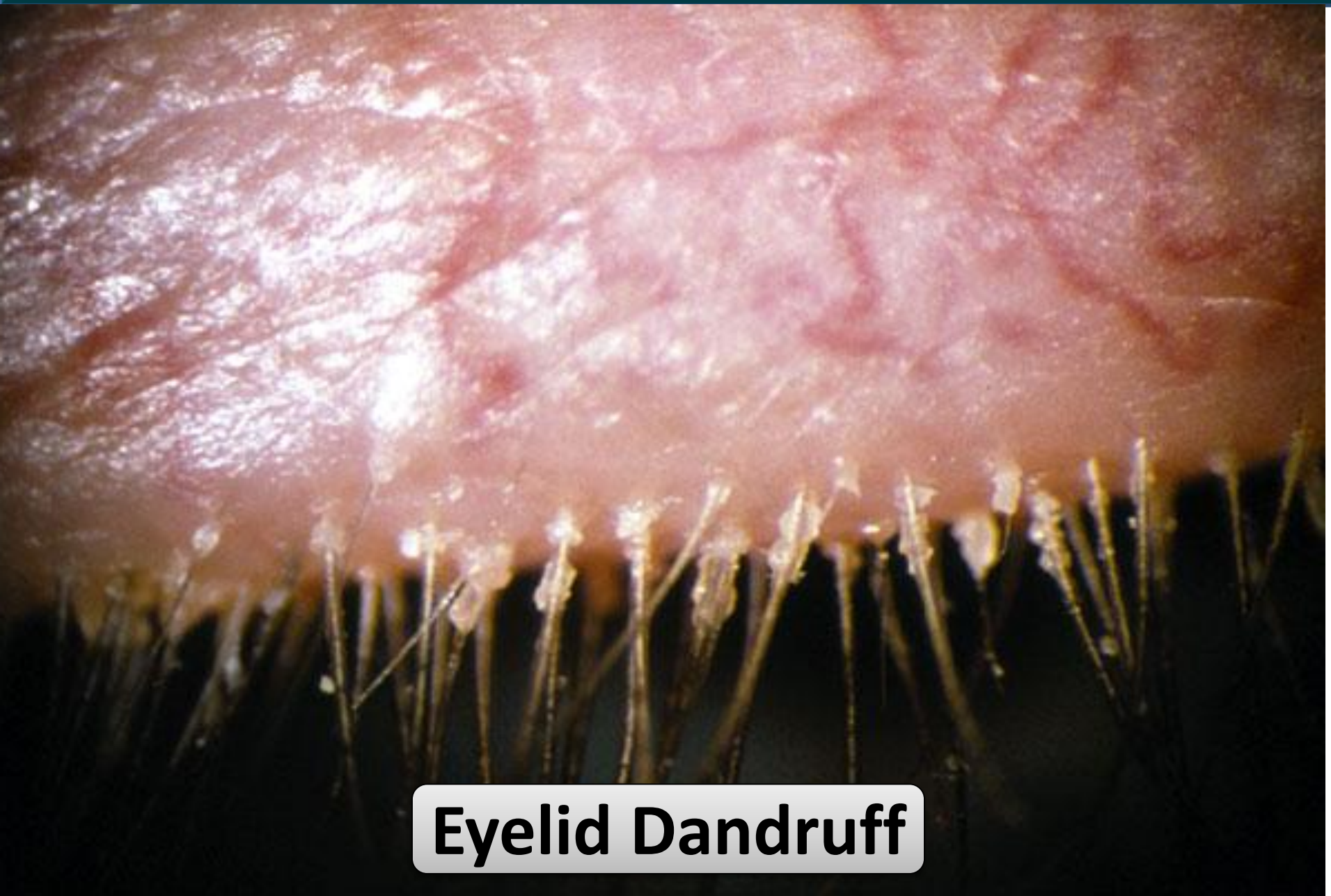
Dandruff

FLAKY DANDRUFF

Dandruff

Milk Crust(Cradle cap)

Dandruff



Dandruff treatment

Topical Antifungal

ketoconazole, Ciclopiroxolamine & piroctone olamine

zinc pyrithione & selenium sulfide

Anti proliferative

- Coal tar,ictyol

Keratolytic agent

Salicylic acid &glycolic acid

Topical Corticosteroid

In case of itchy dandruff

seboregulator

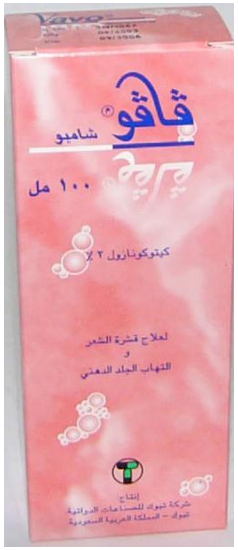
In case of oily dandruff

Dandruff treatment

DANDRUFF TTT: PRODUCT KNOWLEDGE

Ionil T

- **Salicylic acid**
- **Tar**



Dandruff treatment

Selenium
Salicylic acid

For oily dandruff

For dry dandruff

Dandruff treatment

DANDRUFF TTT: PRODUCT KNOWLEDGE

Squanorm

- Selenium disulphide
- Ichtyol

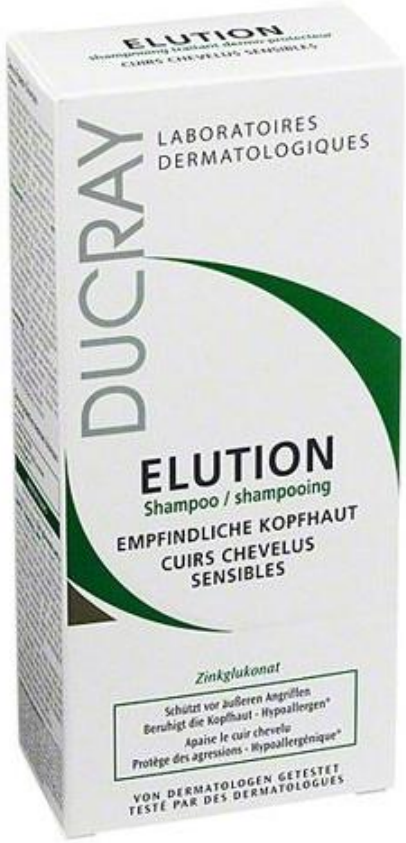
Kelual DS

- Keluamid®
- Ciclopiroxolamine
- Zinc pyrithione

Kertyol PSO

- Kertyol (Ichtyol + Crotamiton)
- Salicylic acid
- Glycolic acid

Dandruff treatment



Daily shampoo
During dandruff treatment
Or to prevent recurrence of dandruff

Hair

Hair Care

SHAMPOOING
CONDITIONING
HAIR STYLING
HAIR DRYING

Hair Cure

DAMAGED HAIR
HAIR LOSS
DANDRUFF
LICE

Hair Treatments

Color

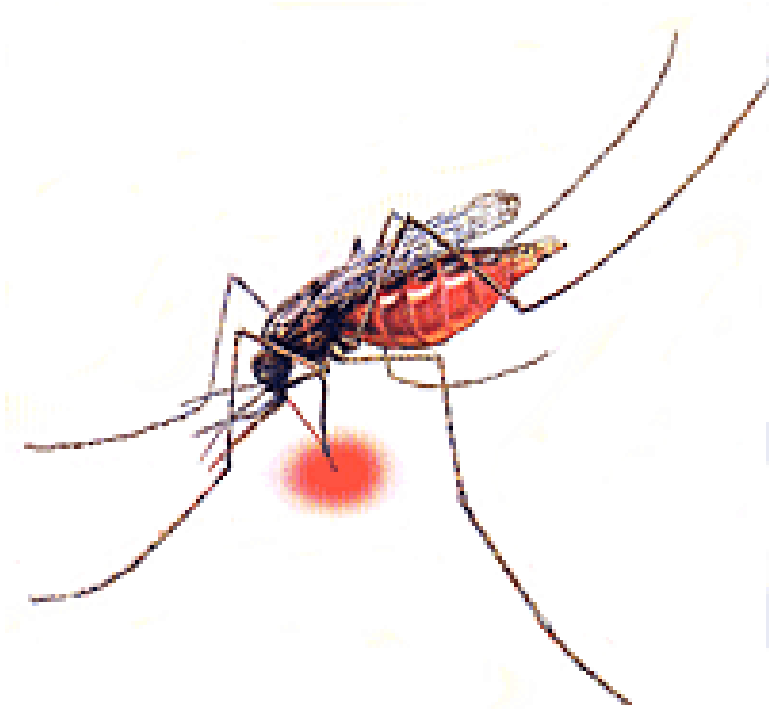
COLORING
BLEACHING

Texture

RELAXING
CURLING

Head Lice

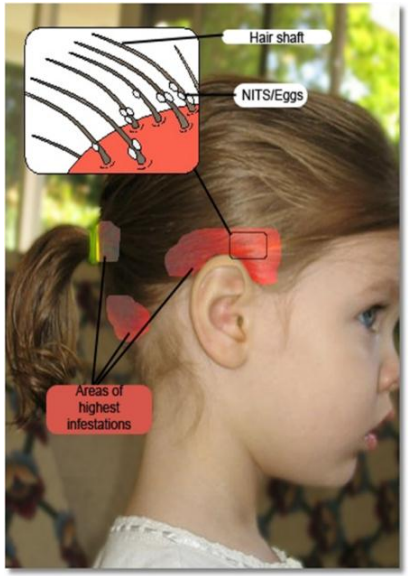
- Lice are small insects that live on human scalp
- Lice piercing skin and injecting saliva which cause itching
- Lice feed on human blood for 30 days only & then die
- Lice can not fly or jump but clinging firmly on scalp
- Mature female louse lay 3-10 eggs(are called nits) per day
- Nits can survive for 10 days away from human host

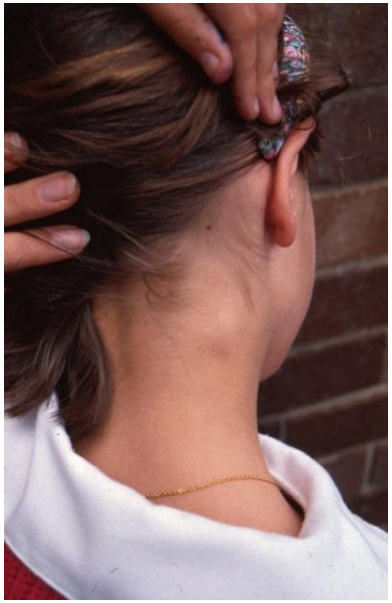


Head Lice

Symptoms

itchy scalp especialy behind the ears & at posterior line of hair





Head Lice

- Head lice can affect anyone – rich or poor, well-washed or not.
- Girls more than boys.
- Children 3-11 yrs.
- It takes about **30 seconds** for a louse to transfer from one scalp to another.

-head to head contact

-by contact with combs ,brushes & hats

Head Lice

Fomites (towel, pillowcases , hats & sheets)
Should be soaked in hot water
temp > 55° C for 5 min

Check all family

1-Physical (mechanical):

that remove lice & nits by repeated combing or shaving

2-Pediculicides : that kill lice

Head Lice Treatment

Physical (mechanical)

- Repeated combing with nit comb
- Wet combing is preferable. Lubricating the hair with a conditioner makes the procedure easier.

- The comb has to be cleaned regularly to remove lice and nits.
- More suitable for pregnant &young children less than 2 years

Head Lice Treatment

Physical (mechanical)

Shaving

more commonly used

for boys

Head Lice Treatment

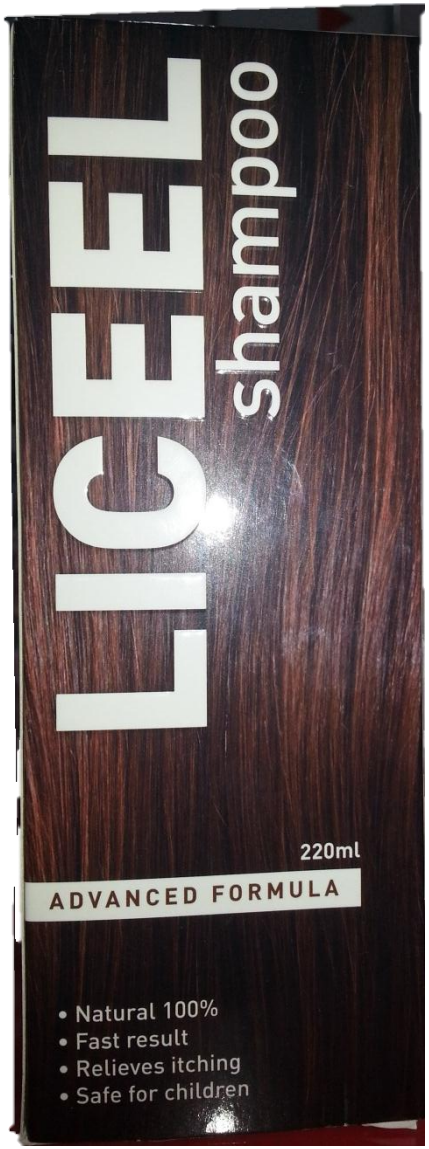
2-pediculicides (kill lice)

that kill lice :

- Chemical (malathion-pyrethrins-permethrine)
- Herbal

Lice treatment: Pediculicides

Tea Tree oil
Apple Vinegar



Now Available and In Preferred List !

Anti-Lice Conditioner

1

Anti-Lice Shampoo

2

Anti-Lice Spray

3

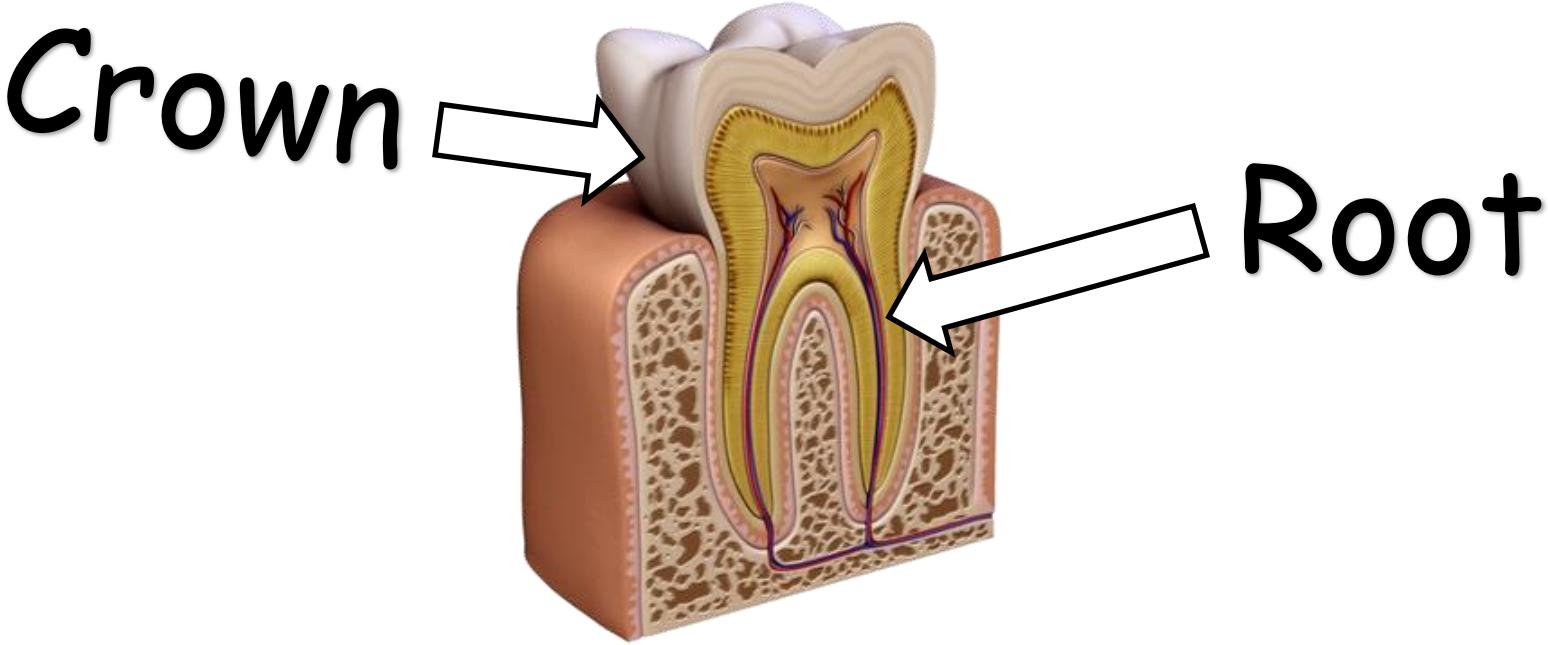
Extract of coconut oil
Anise oil

Not used for child less than 2 years
Spray
Leave on hair for 15 min then wash
Repeat after 9 day

ORAL CARE

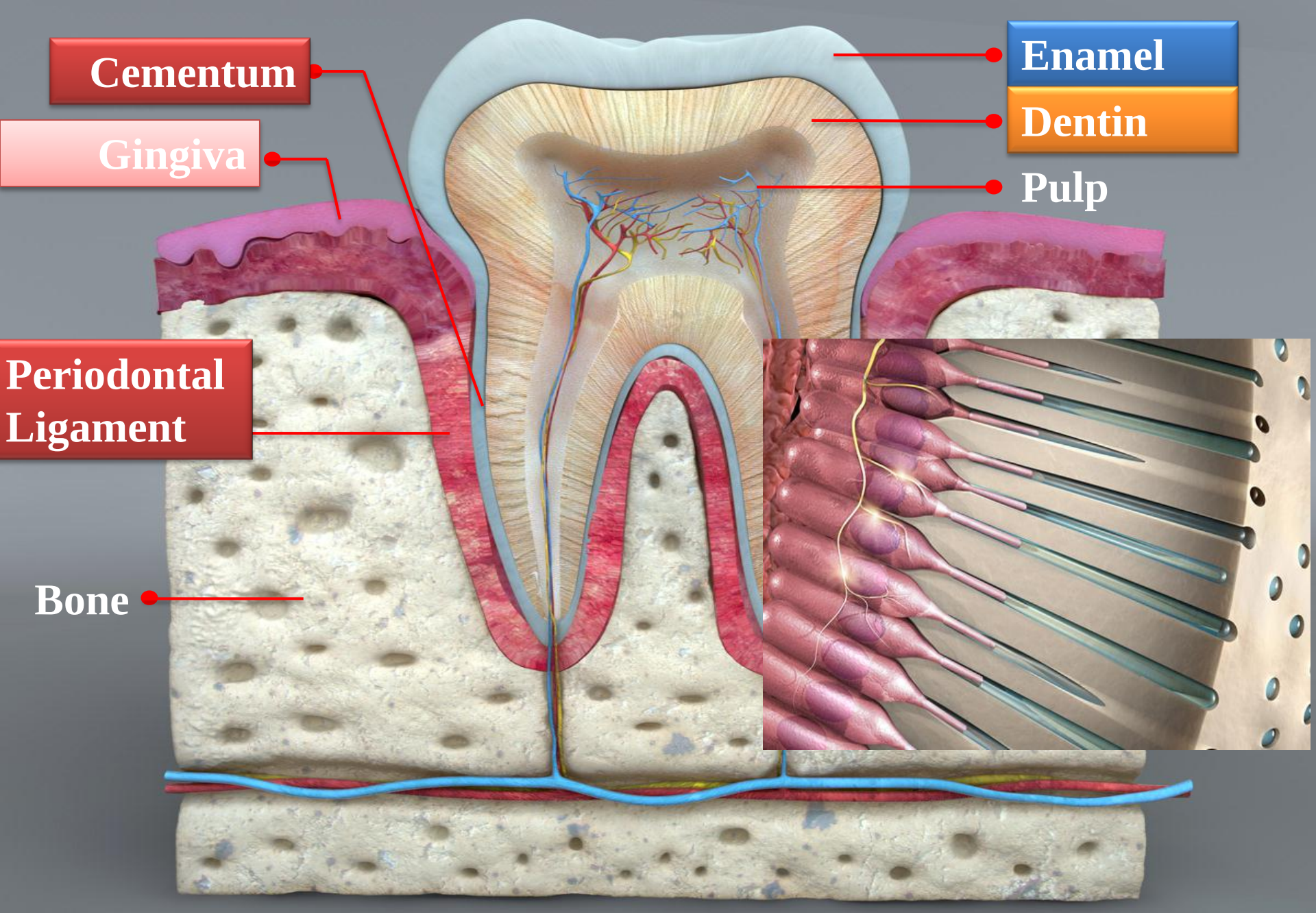
1. Dental anatomy
2. Plaque
3. Tooth past
4. Tooth brush
5. Interdental cleaning
6. Mouth rinse
7. Teeth whitening
8. Artificial dentures

Dental Anatomy

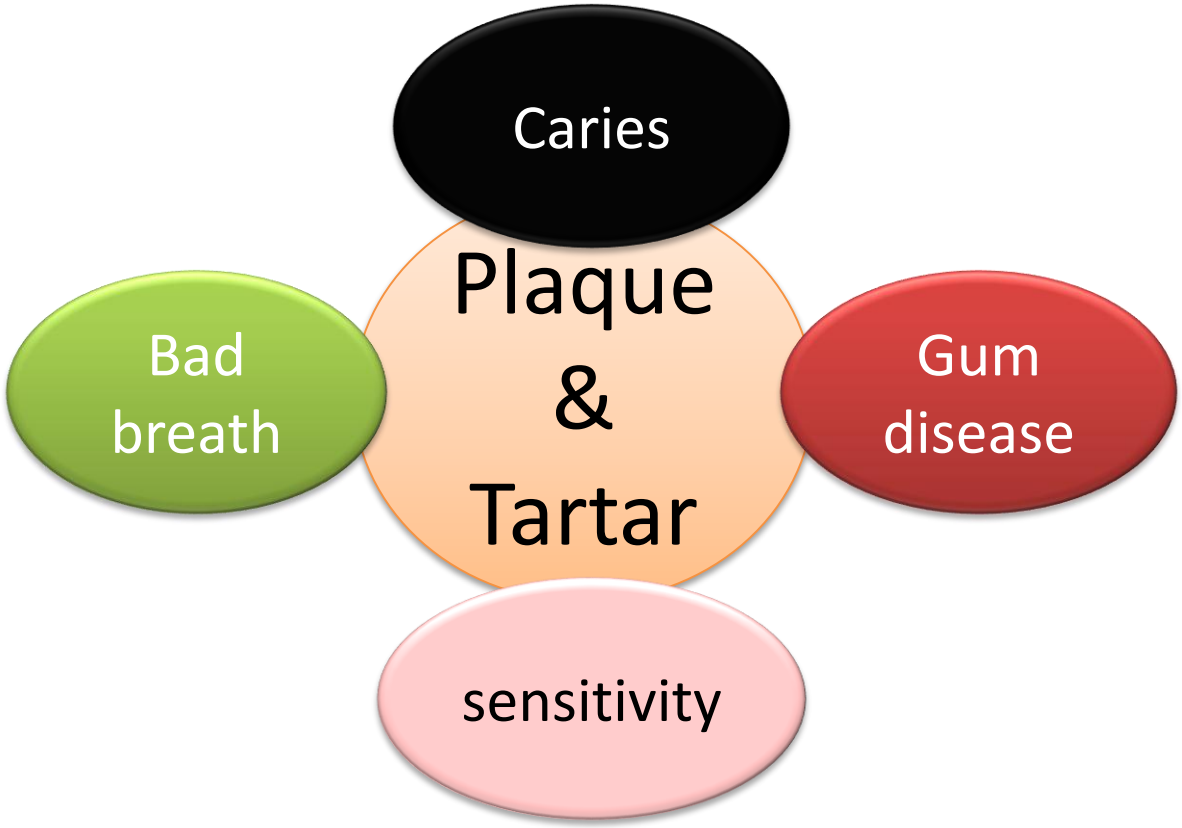


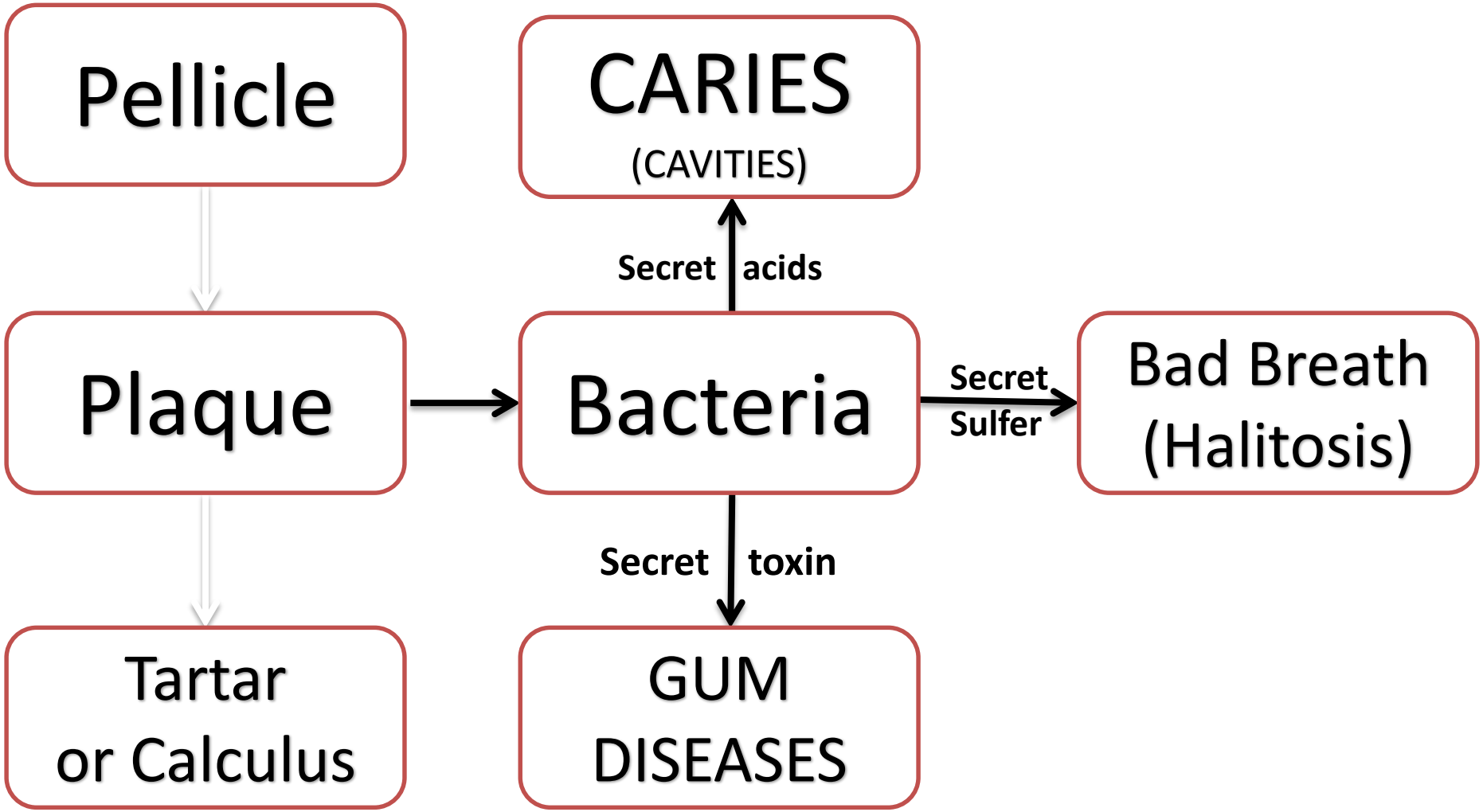
Teeth consist of

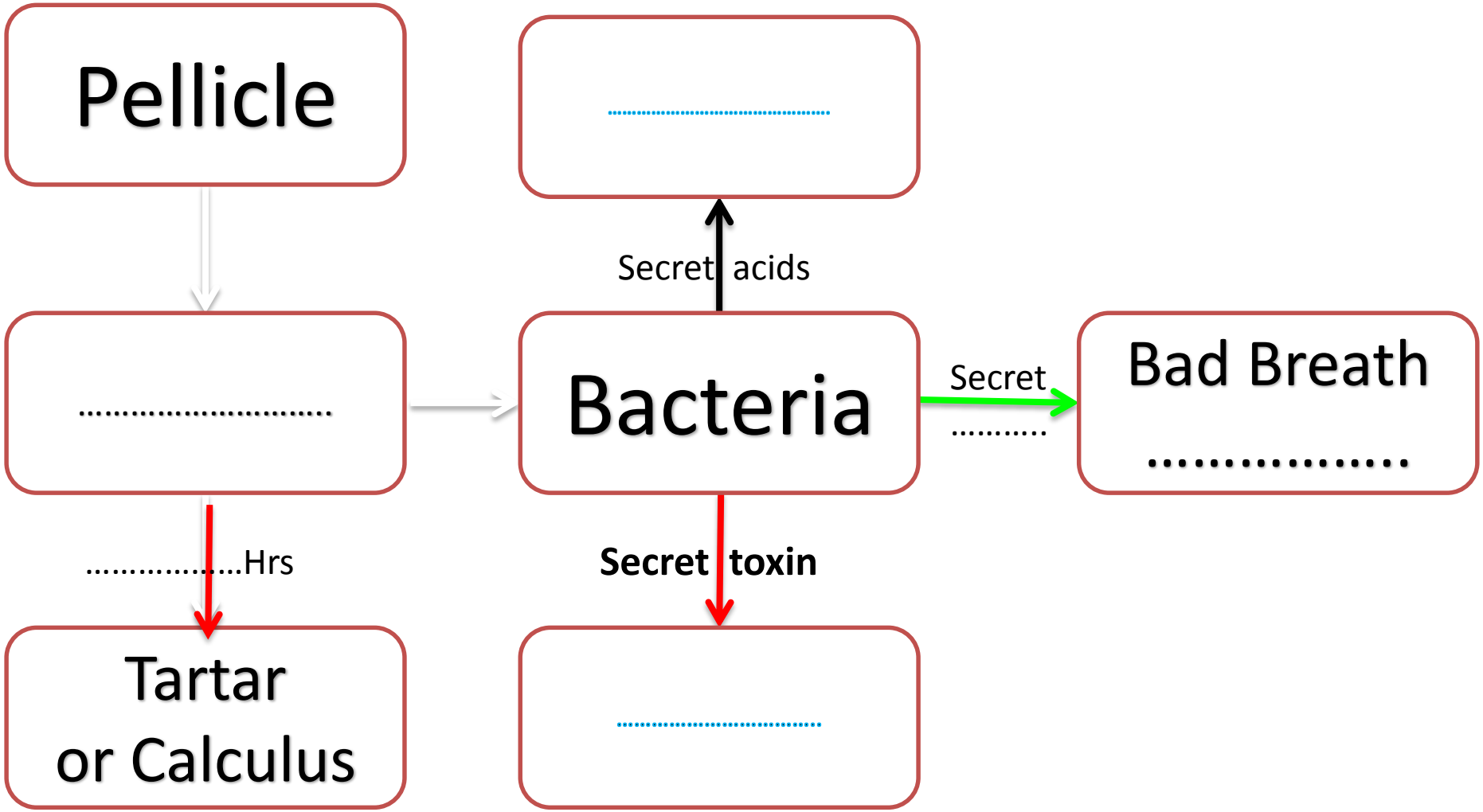
- **Crown** Above gum line
- **Root** below gum line


Cementum
Gingiva
Periodontal Ligament
Bone
Enamel
Dentin
Pulp

WHAT ARE THE MAJOR ORAL HEALTH PROBLEMS ?




Pellicle
CARIES
(CAVITIES)
Secret
acids
Plaque
Bacteria
Secret
Sulfer
Bad Breath
(Halitosis)
Secret
toxin
Tartar
or Calculus
GUM
DISEASES


Pellicle
.....
Secret acids
.....
Bacteria
Secret
.....
Bad Breath
.....
.....Hrs
Secret toxin
Tartar
or Calculus
.....

ADA guidelines for good oral hygiene:

1. **Brush** your teeth **twice** a day with an ADA-accepted **fluoride toothpaste**.

2. **Clean between teeth daily with floss** or an interdental cleaner

3. **Antimicrobial mouth rinses** reduce the bacterial counnt

   EX. Fluoride mouth rinses

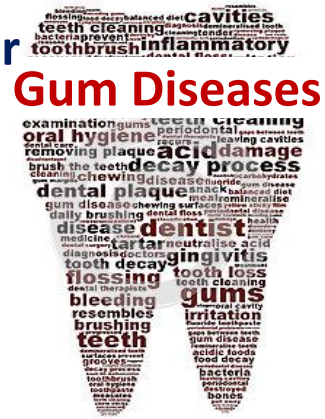
1. **Visit** your dentist regularly **for professional cleanings** and oral exams.

Source:

1 out of **4** don't brush daily

45%

suffer from **Gum Diseases**



75%

buy simple Anti Cavity

Current average is **22** Sec only

Source : ADA Data base

Oral Care Products

TOOTH PASTES

Ingredients in Toothpastes

Basic ingredients

- Surfactant
- Abrasives
- Humectants
- Sweeteners &Flavoring agents
- Minor ingredients(F, anti-bacteria,desensetizing agent)

Surfactants

The most frequently used surfactant is Sodium lauryl sulfate **(SLS).**

SLS containing tooth paste associated with an increase in the occurrence of canker sores (mouth ulcer).

So, patients of canker sores are adviced to use:

- **Toothpaste without SLS.**
- **Soft brush.**

Canker sore

SLS free tooth past

SENSODYNE®

Except

Sensodyne Rapair

Abrasives

Their **main** purpose is to **<u>mechanically remove</u>** any adherent layer (**<u>plaque and debris</u>**) on the teeth.

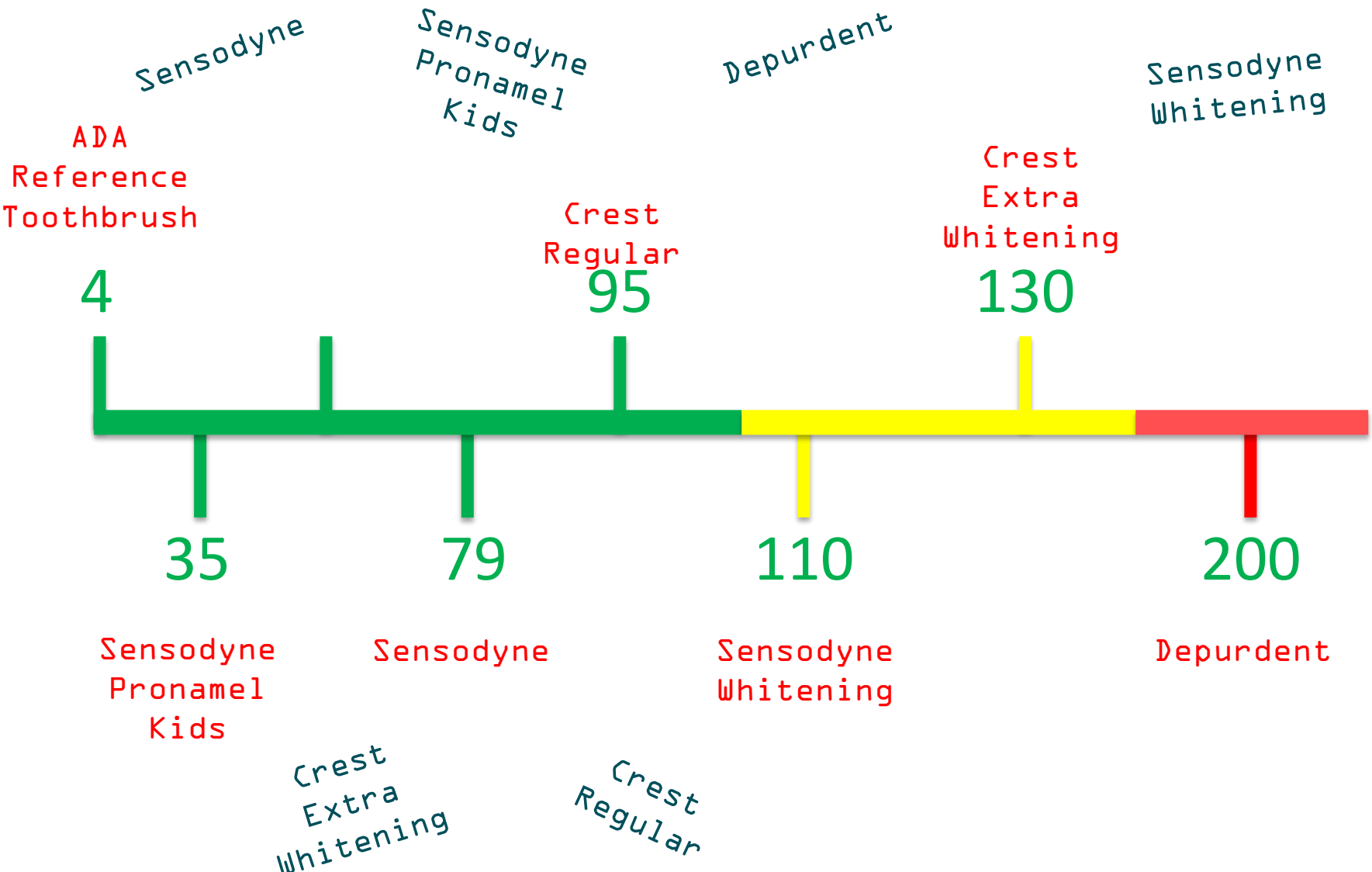
Like : **<u>Silica ,CaCO3,NaHCO3</u>**

RDA Value

RELATIVE DENTIN ABRASIVITY

RDA TABLE	
Value	Level
0-70	Low abrasive
70-100	Medium abrasive
100-150	Highly abrasive
150-250	Regarded as harmful

Guess the RDA



Types of Toothpastes

Toothpastes vary according to the minor ingredients added to their formulation

Anti-cavity Toothpaste.

Anti-Gingivitis Toothpastes

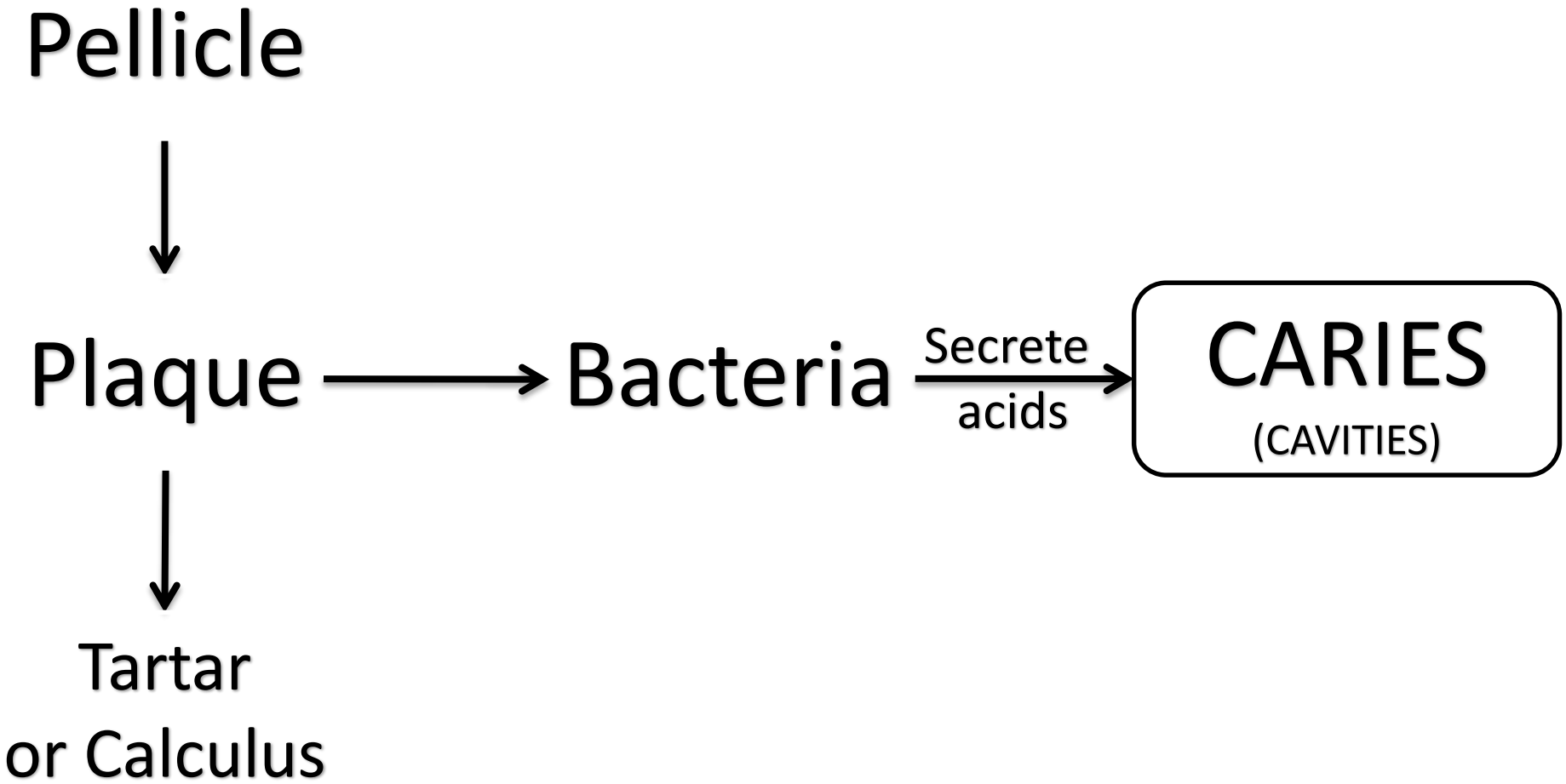
Sensitivity Toothpastes

Toothpastes regenerate the enamel

Whitening Toothpastes

Anti-cavity toothpaste:(containing fluoride)

<u>Fluoride</u> is **anticariogenic agent** which is effective in **preventin**g and **reversing** the early signs of dental caries (tooth decay).


Pellicle
Plaque
Bacteria
Secrete
acids
CARIES
(CAVITIES)
Tartar
or Calculus

7

Critical pH
5.5 for enamel
6.0 for Dentine

H^+

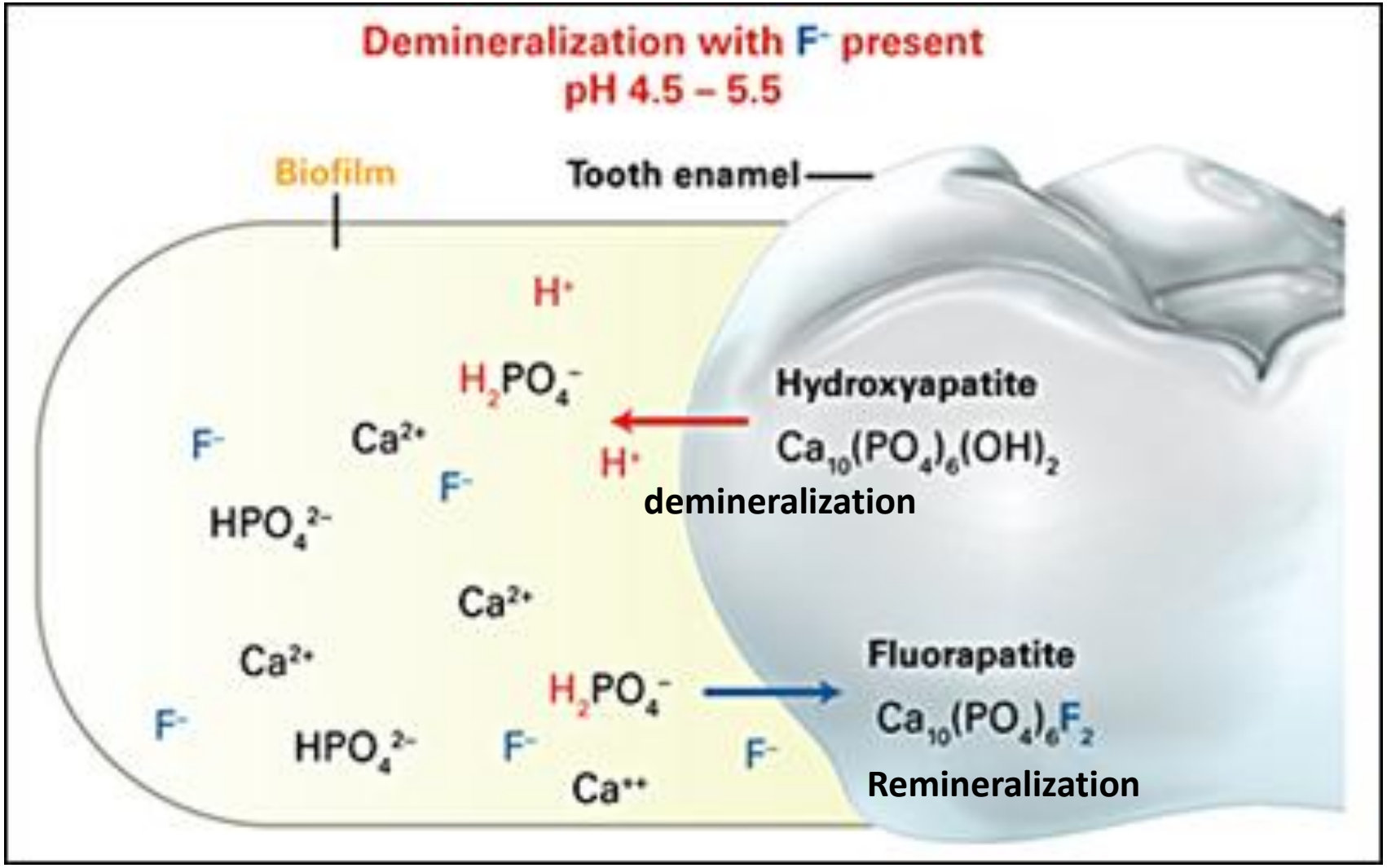
Demineralization

$$Ca_5(PO_4)OH \rightleftarrows 5Ca^{2+} + 3PO_4^{3+} + OH^-$$

(Hydroxyapatite)

Remineralization

Enamel


Demineralization with F⁻ present
pH 4.5 – 5.5
Biofilm
Tooth enamel
H⁺
H₂PO₄⁻
Hydroxyapatite
Ca₁₀(PO₄)₆(OH)₂
F⁻
Ca²⁺
H⁺
F⁻
demineralization
HPO₄²⁻
Ca²⁺
Ca²⁺
Fluorapatite
H₂PO₄⁻
Ca₁₀(PO₄)₆F₂
F⁻
HPO₄²⁻
F⁻
F⁻
Ca⁺⁺
Remineralization

Anti-cavity Toothpaste(Fluoride)

- Fluorapatite hardens the enamel and makes it more acid resistant.

(REMINERALIZATION)

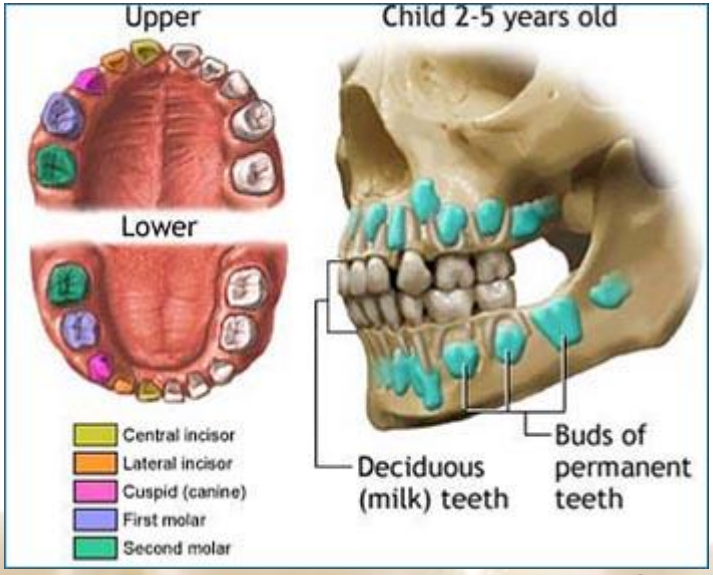
- Fluoride also has mild antibacterial activity

Enamel fluorosis

It is white spots to brown discoloration of enamel due to excessive intake of **fluoride.**

It occurs only during the age of **(0-6).**

It is not a disease but rather affects the way the teeth looks.



Enamel fluorosis

Children toothpastes

Children toothpaste less than 6 years

Maximum flouride content 600 ppm

500 ppm

250 ppm

Children toothpastes

Fluoride free

From 0 day

Children toothpastes above 6 Yrs

1450 ppm

Toothbrush Features

Center color dot helps to measure the recommended amount of toothpaste.

Vs

Types of Toothpastes

Toothpastes vary according to the minor ingredients added to their formulation

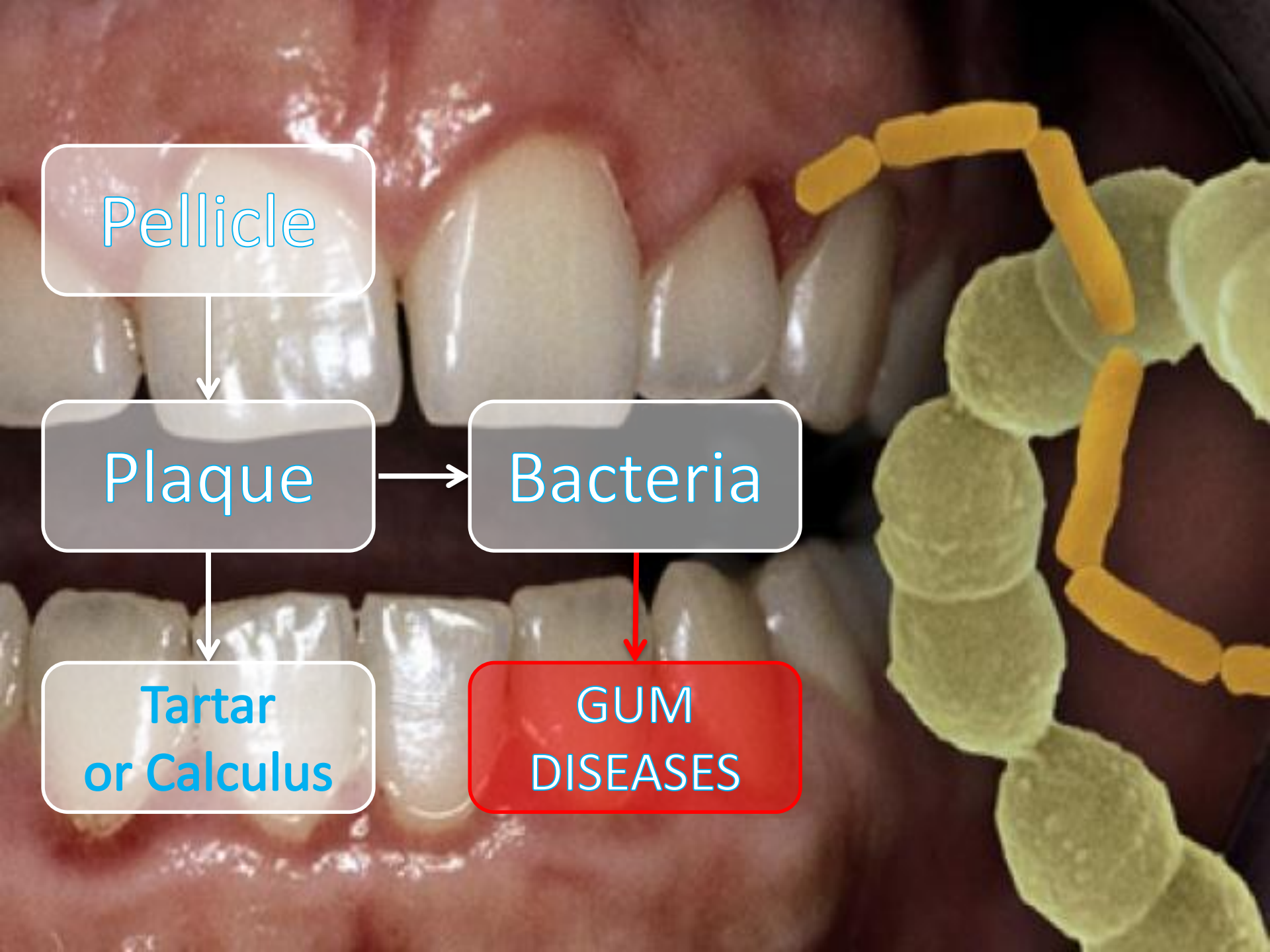
~~Anti-cavity Toothpaste~~

Anti-Gingivitis Toothpastes

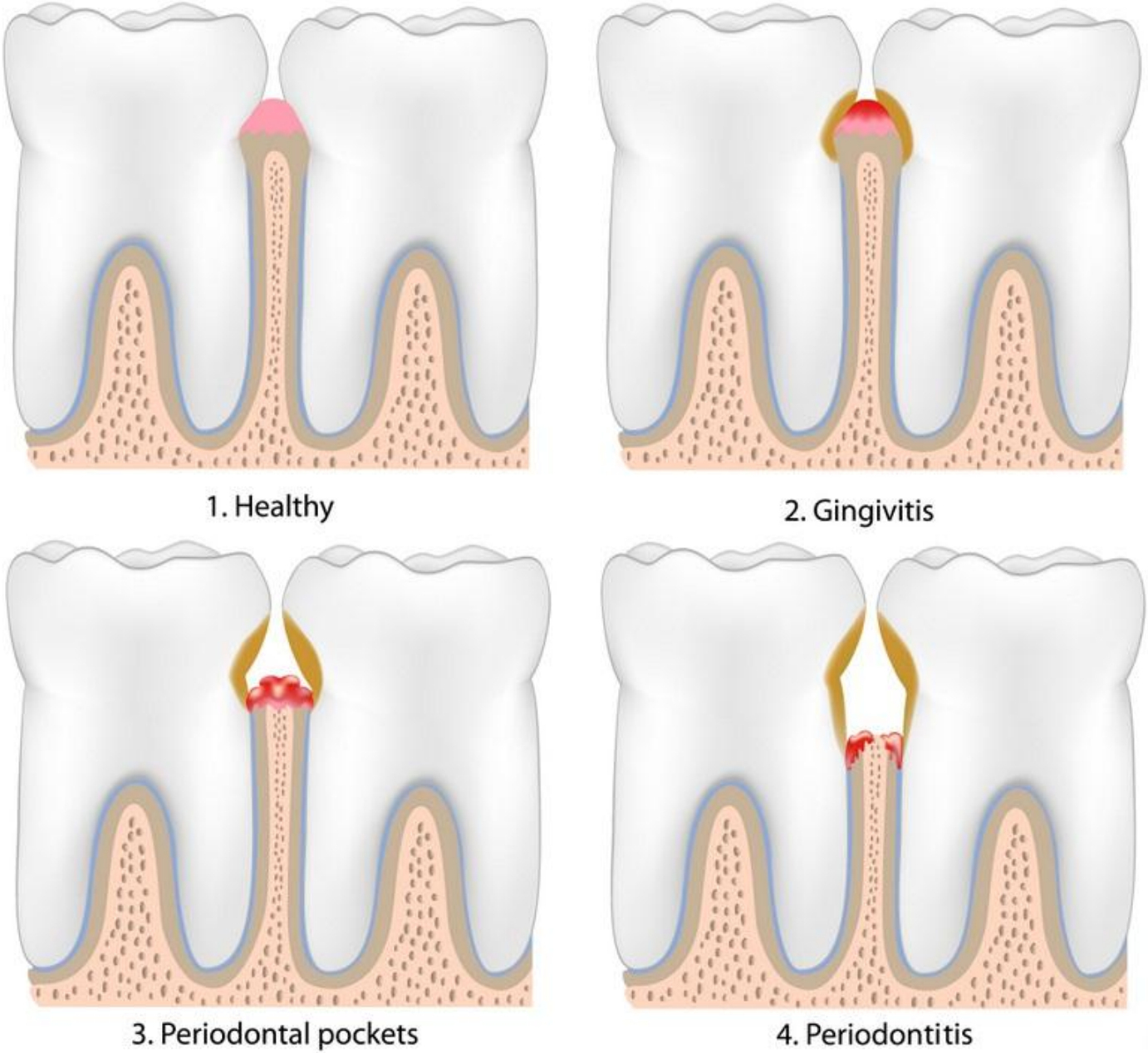
Tooth sensitivity Toothpastes

Toothpastes regenerate the enamel

Whitening Toothpastes


Pellicle
Plaque
Bacteria
Tartar
or Calculus
GUM
DISEASES

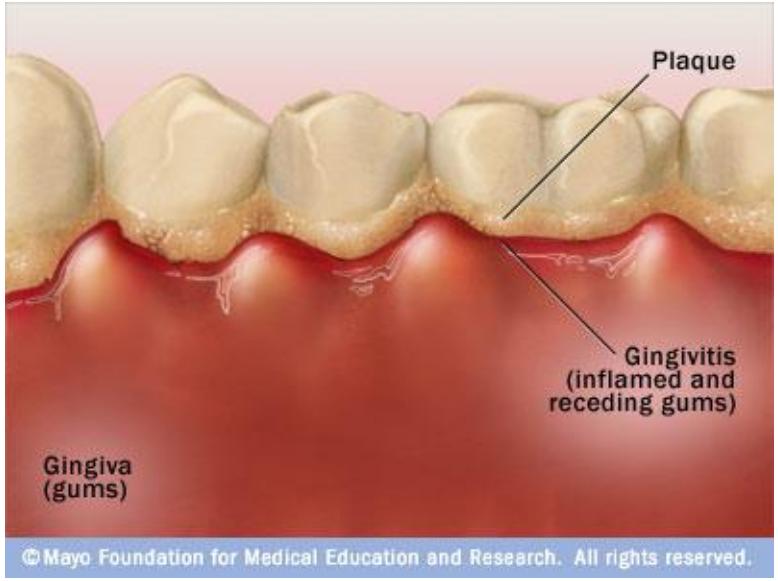
The stages of periodontal disease



Anti-Gingivitis and Anti-plaque TP

Anti-gingivitis tooth paste Contains

antimicrobial agent



- **Chlorhexidene.**
- **Triclosan**
- **Metal salts (zinc and stannous)**
- **Essential oils (thymol and eucalyptus)**
- **CPC (Cetylpyridinium chloride)**

Ingredients:

Aluminum lactate
(astringent)

Cholrhexiden
(antibacteria)

Add abrasives & remove cholrhexiden

Ingredients:

Chlorhexiden
(antibacterial)

Elgydium tooth paste
Elgydium senstive tooth paste → ↓ abrasives
Elgydium whitening tooth paste → + NaHCO3

Triclosan

Triclosan / Copolymer

Plant extracts :

<u>Ingredients:</u>

Plant extracts

Antibacterial&

astringent

Anti-Gingivitis Toothpastes

Plant extracts

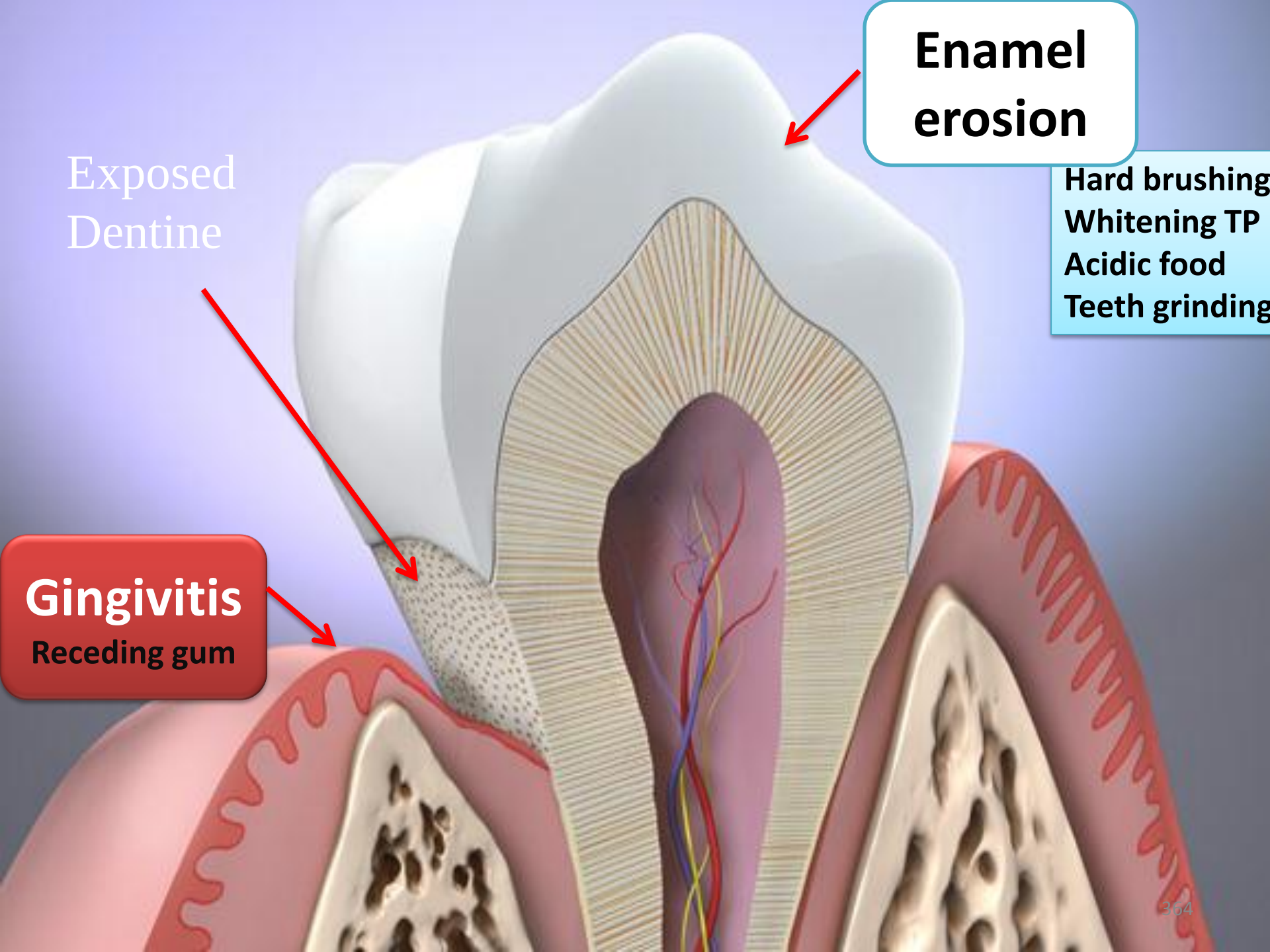
triclosan

Chlorhexiden

Types of Toothpastes

Toothpastes vary according to the minor ingredients added to their formulation

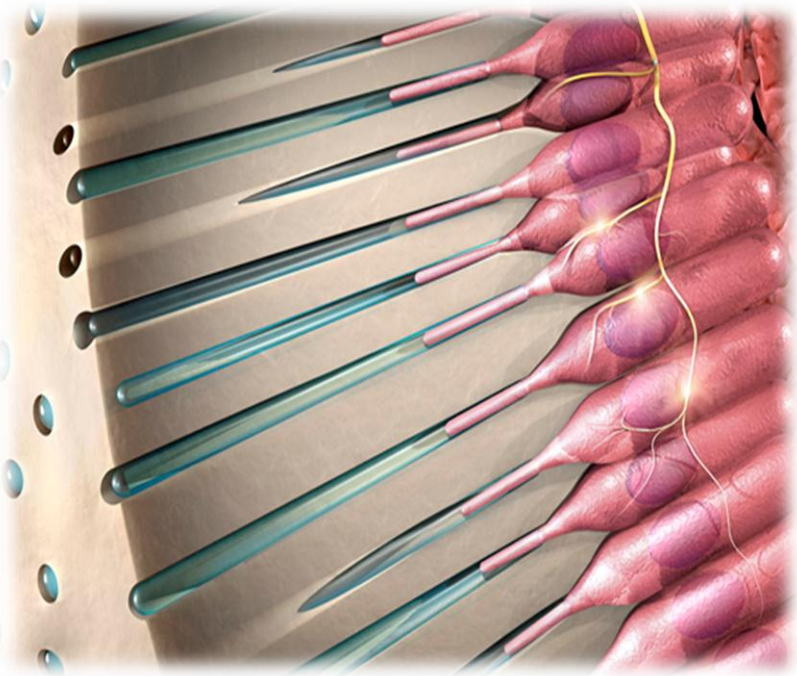
- ~~Anti-cavity Toothpaste~~
- ~~Anti-Gingivitis Toothpastes~~
- Sensitivity Toothpastes
- Toothpastes regenerate the enamel
- Whitening Toothpastes


Enamel erosion
Hard brushing
Whitening TP
Acidic food
Teeth grinding
Exposed Dentine
Gingivitis
Receding gum

Sensitive teeth

Sensitivity Toothpastes

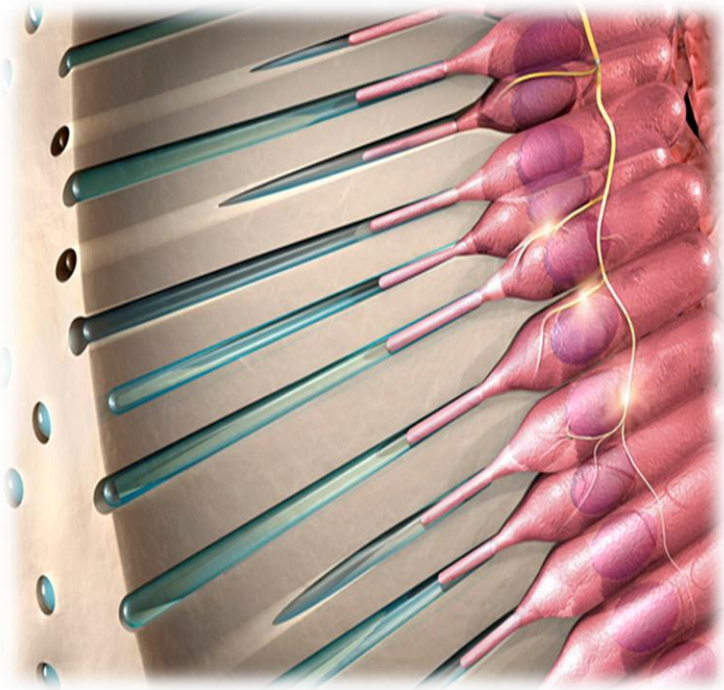
Depolarization



Occlusion

Ingredients works by depolarization

Potassium ion that can penetrate the open dentine tubules to reach the nerve fibers at the base.



- **Potassium Nitrate**
- **Potassium Chloride**
- **Potassium Citrate**.

Nerve calming agent

Tooth past work by depolarization

Active ingredients :

- **Potassium** citrate 5.53%
- Sodium monoFlurophosphate 1000 ppm

Tooth past work by depolarization

Active ingredients :

- Potassium Nitrate 5%
- Sodium Fluoride 1350 ppm

Active ingredients :

- Potassium Chloride 3.75%
- Sodium Fluoride 1400 ppm
- Triclosan

Ingredients work by occlusion

Ingredients that lock the open dentine tubules, either by deposition of mineral salts or precipitation of proteins in the tubules.

- **Hydroxyapatite**
- **Arginine**
- **Novamine®**
- **Strontium Chloride**
- **Strontium Acetate**

Tooth past work by occlusion

Arginine

Strontium Acetate

Tooth past work by 0cclusion

NOVAMIN® long lasting

Tooth past work by occlusion & depolarization

- Hydroxyapatite (HAP)
- Potassium chloride
- Arctic lichens

sensitive & whitening

- Hydroxyapatite (HAP)
- Potassium nitrate

occlusion

depolarization

Types of Toothpastes

Toothpastes vary according to the minor ingredients added to their formulation

~~Anti-cavity Toothpaste~~

~~Anti-Gingivitis Toothpastes~~

~~Tooth sensitivity Toothpastes~~

Toothpaste regenerate the enamel

Whitening Toothpastes

Toothpastes regenerate the enamel

Regenerate toothpaste

Regenerate enamel and protect against acid attack

Serum regenerate the enamel

regenerate boosting serum

How to use

3 min for 3 day once a month

Which increase the effect of tooth paste for 43 %

Types of Toothpastes

Toothpastes vary according to the minor ingredients added to their formulation

- ~~Anti-cavity Toothpaste~~
- ~~Anti-Gingivitis Toothpastes~~
- ~~Tooth sensitivity Toothpastes~~
- ~~Toothpaste regenerate the enamel~~
- Whitening Toothpastes

Whitening Toothpastes

All toothpastes help remove surface stain through the action of mild abrasion.

Pastes of RDA more than 150 can damage the enamel and cause teeth sensitivity

Whitening Toothpastes

Whitening Toothpastes

More light
More whitening

BlanX White Shock 75 ml

BlanX White Shock 50 ml+
BlanX LED

Blanx White Shock Treatment
Shock 30 ml + Bite Led

BLANX
white shock

Cotain actiluX® which activated
With light to remove stains

Contain arctic lichen
has antibacterial & stain removal action
Whitening without abrasive action

TEETH WHITENING

Teeth Whitening approaches

Whitening Toothpastes

At-home Bleaching

At-Home Bleaching

Contain hydrogen peroxide

How to use ?

20 min. for 5- 7 days
then once weekly
as a maintenance

Disadvantage of peroxides

Gum irritation

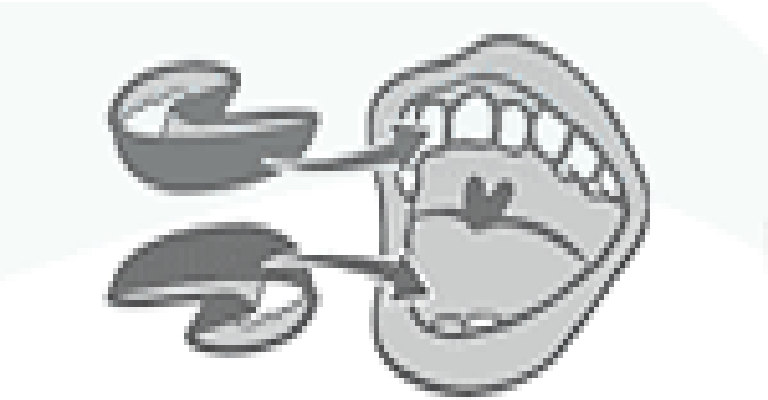
Side effects of hydrogen peroxide

Sensitivity: Temporary(reversible)

Because hydrogen peroxide is most effective between pH 9.5 to 10.8, this can lead to:

- soft tissue **irritation.**
- Alteration of normal flora.

At-Home Bleaching



Trays pre-filled with gel

20 min. for 5 days

Contain FCC (film crystalline calcium)

Oral Care Products

TOOTH BRUSHES

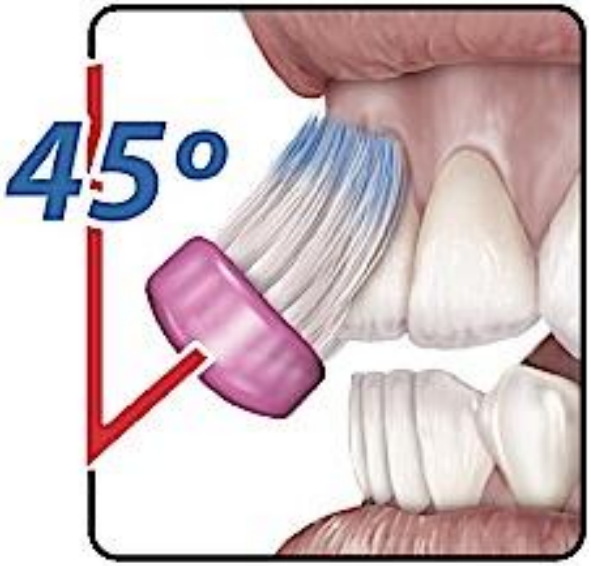
Patient Education

Recommend the following :

- **Soft** to medium.(**Extra soft**).
- **Head size** (35).
- **Replacement** (3-4 months, RTI , frayed)

How to brush ?

how to use TB.mp4



twicedaily®

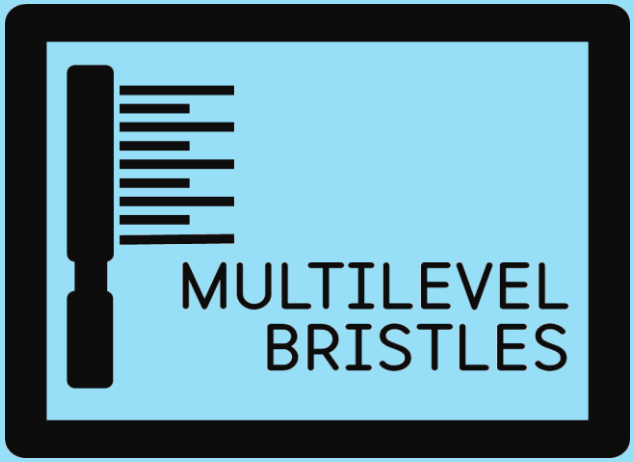
Toothbrushes Features and Benefits

Toothbrush Features

The Toe of some bristles are **extra long to clean hard-to-reach areas.**

Vs.

Toothbrush Features



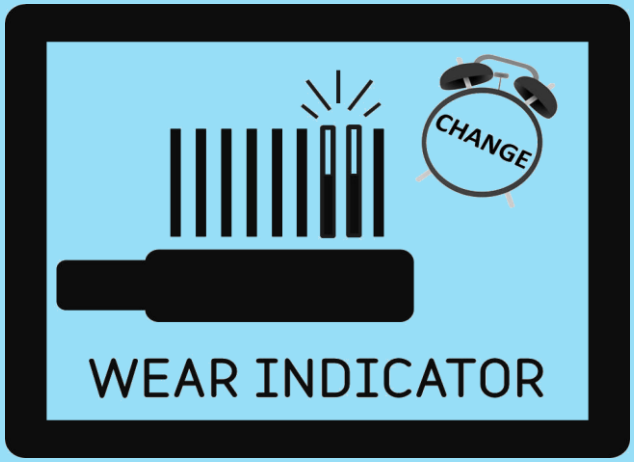
Brush several areas at the same time.

- Between teeth
- At the gum line

Contour the natural curves of the teeth.

Vs

Toothbrush Features



Bristles colored with a special and safe blue Dye.

The dye fades with use to remind the customer to replace the toothbrush.

Vs

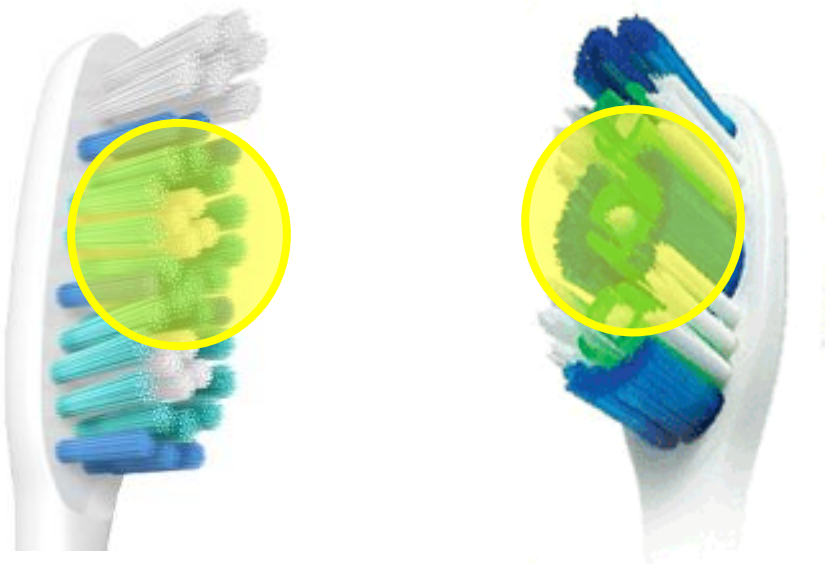
Toothbrush Features

Massaging the gingiva with a toothbrush or an interdental cleaning device produce epithelial thickening, increased keratinization and increased mitotic activity in the epithelium and connective tissue.

Help clean along the gum line.

Vs

Toothbrush Features



Helps hold toothpaste to help remove surface stains.

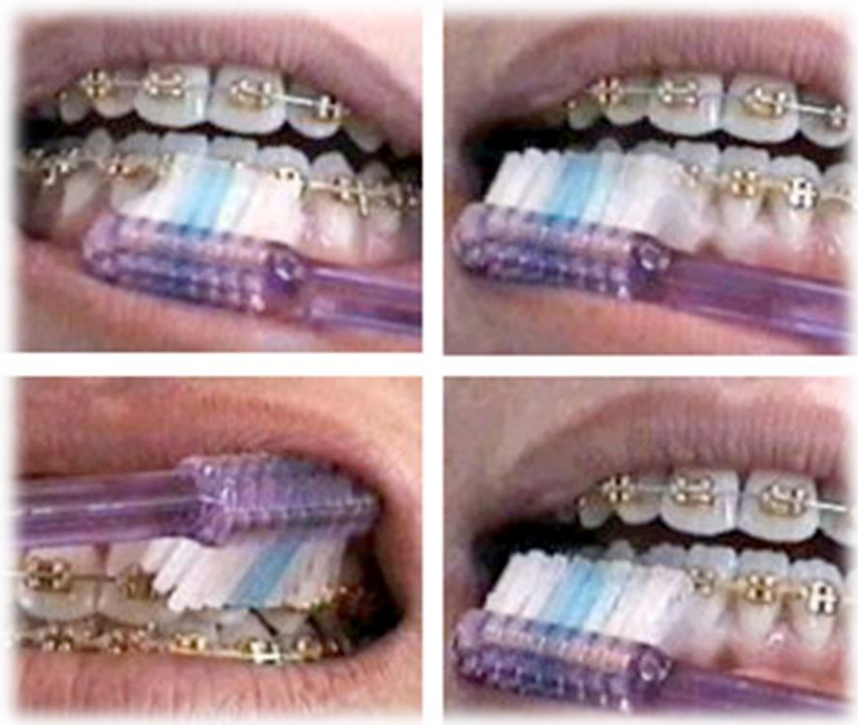
Vs

Toothbrush Features

Better removal of odor-causing bacteria from tongue, cheeks to help reduce bad breath.

Vs

Toothbrush Features



V-shaped bristles help remove plaque from braces and teeth.

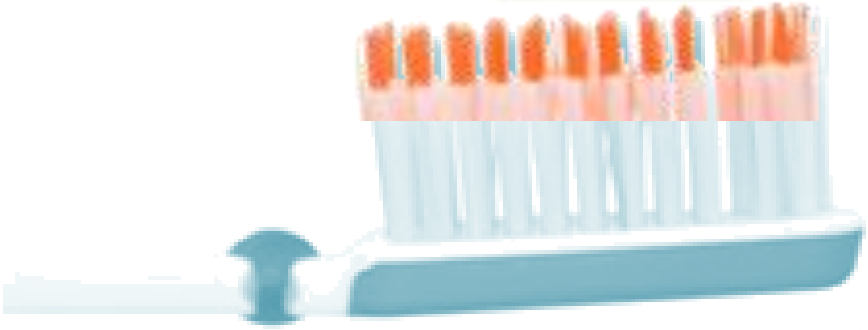
It can be used as a braces toothbrush or as a brush to clean wires and brackets associated with retainers, headgear and other types of orthodontic work.

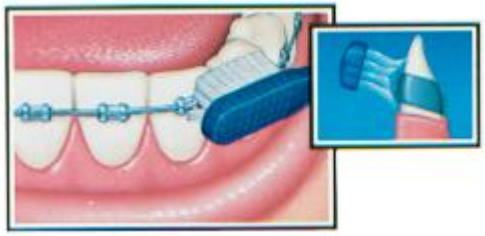
Vs

Toothbrush Features

Center color dot helps to measure the recommended amount of toothpaste.

Vs





Oral Care Products

ELECTRIC TOOTHBRUSHES

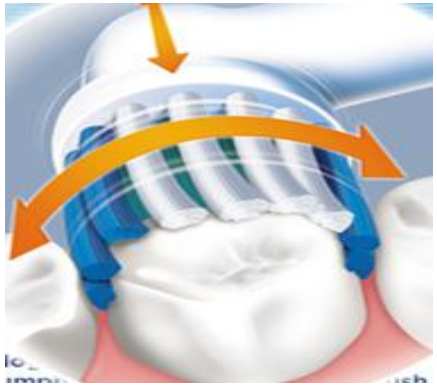
Electric Toothbrushes

Vibration

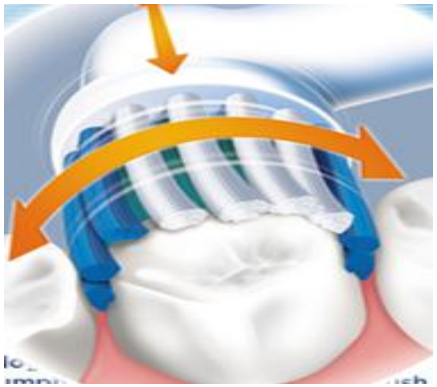
Use: Similar to a manual toothbrush

Rotation-oscillation

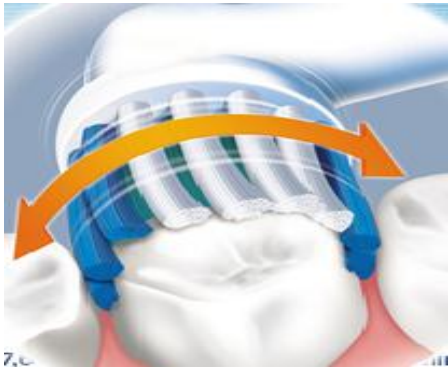
Use: simply move the brush slowly from tooth to tooth



4 heads
5 modes



1 head
1 mode

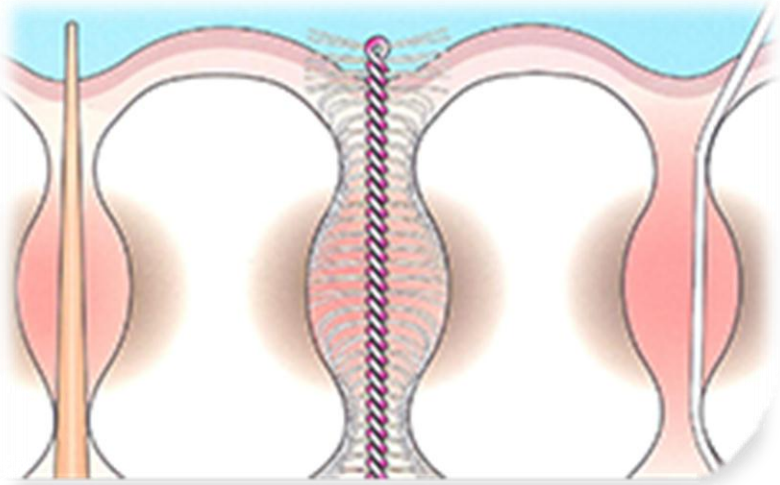


1 head
1 mode

Precision Clean
Pro White
Sensitive Clean
Floss Action

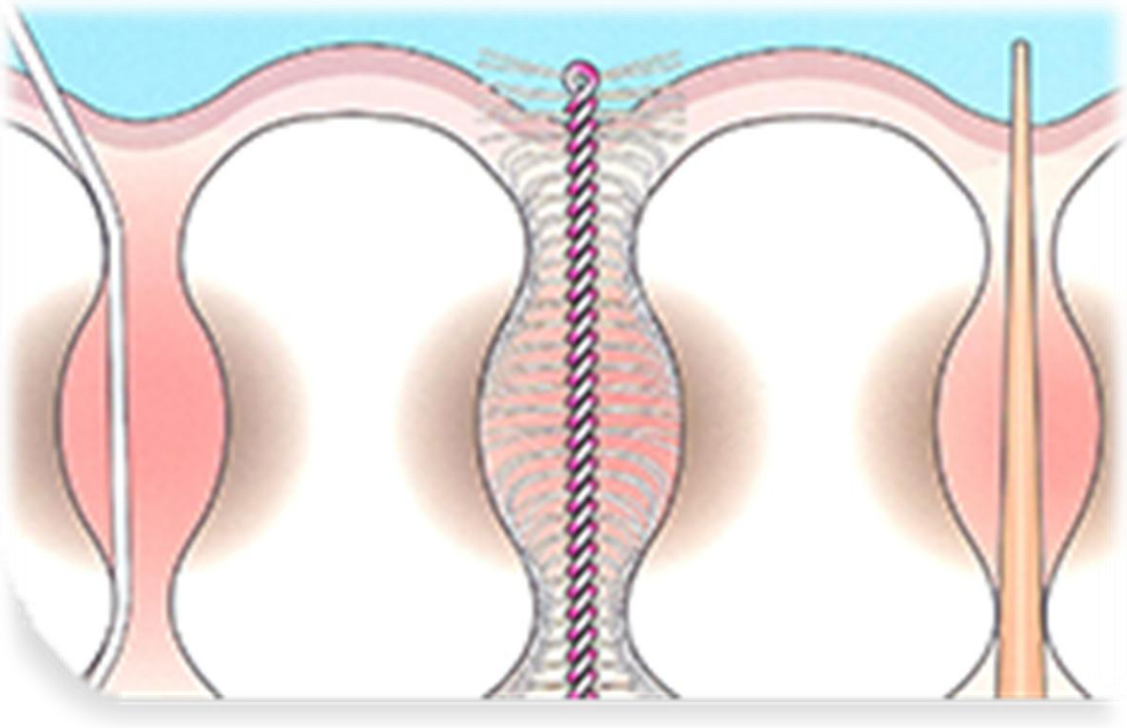
Oral-B
TRIUMPH
5000
1:30
2:00
2:00
Oral-B

Oral Care Products



INTERDENTAL CLEANING

Common Interdental Cleaning aids



Dental Floss

Interdental Brush

Toothpicks

Types of Dental Floss

Waxed

Un-waxed

Floss

Tape

Interdental brushes

particularly suitable for cleaning **large**, irregular, or **concave** tooth surfaces adjacent to wide interdental spaces

Easier to use

for patients with fixed prosthesis, implants or patients with fixed orthodontics apparels.

Types of Interdental brushes

Cylindrical

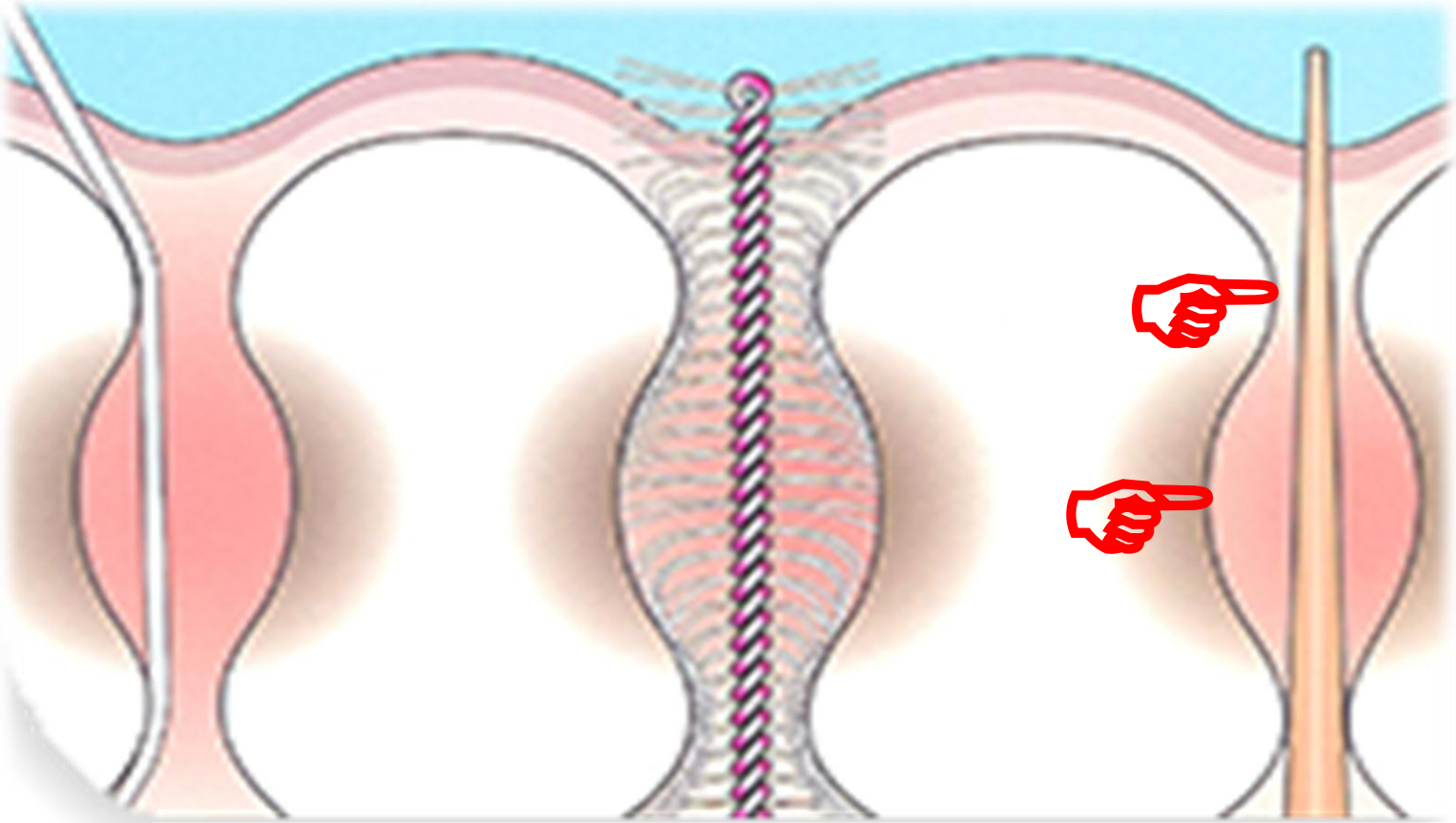
Cone shaped

Oral-B Interdental Brush

Disadvantages of toothpicks

If not used properly can lead to **gum lesions** (Gingival Trauma)

Less effective than floss & brush as Their circular shape prevent them form adapting to the interdental space



Oral Care Products

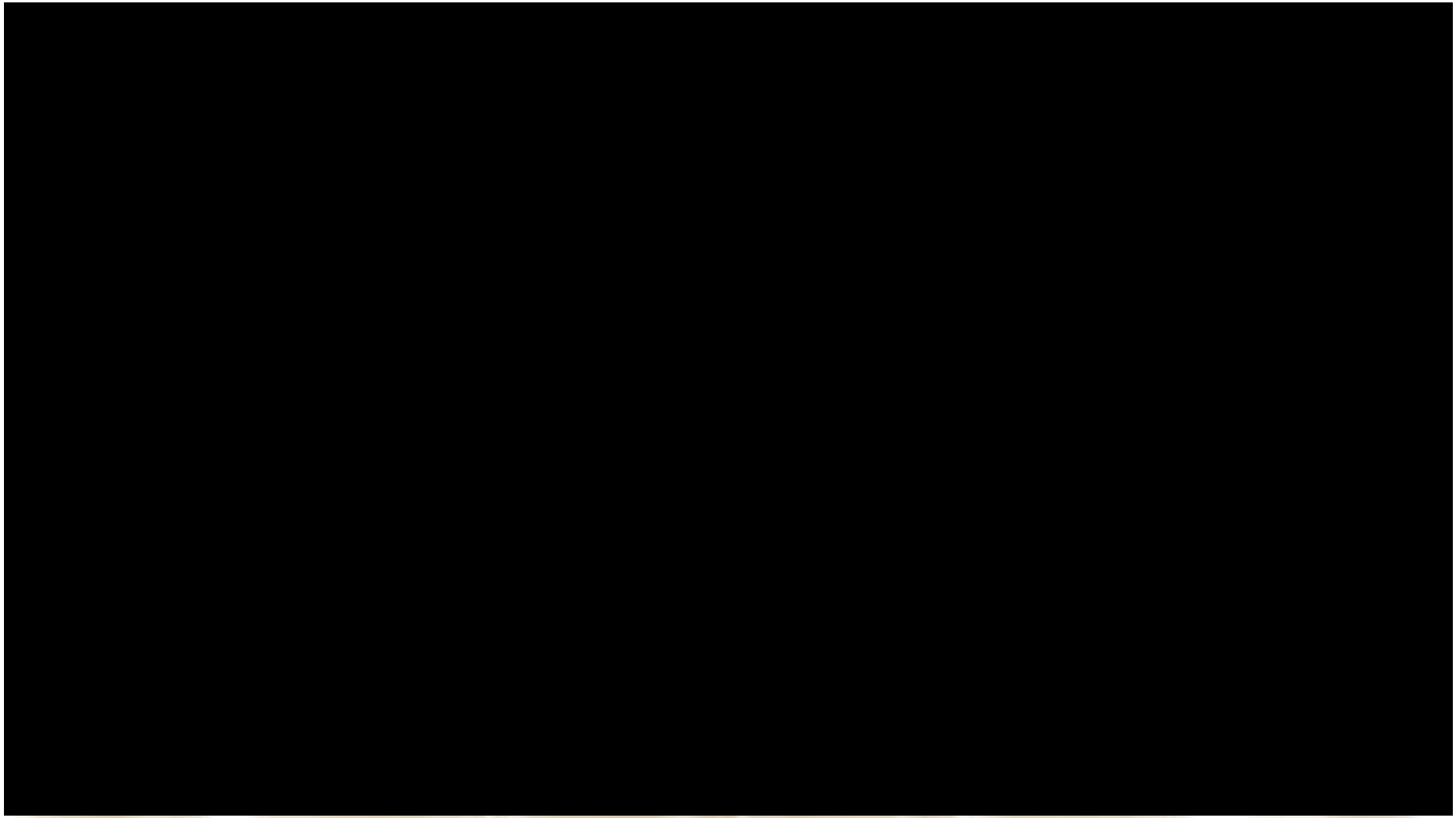
ORAL IRRIGATOTS

Oral-B Oxyjet

Oral Irrigators (water jet-water pick)

- ✓ It can remove bacteria between teeth & below gum line(gingival sulcus) where brushing can't reach.
- ✓ Massage & stimulate gums to improve circulation and keep your gums strong and healthy

How to use oral-b oxyjet :



Oral Care Products

MOUTH RINSES

FLUORIDE

Fluroide mouthrinses for children

The use of fluoride mouthrinses is not recommended for children six and younger because they may swallow the rinse..

Plaque/Gingivitis control mouthrinses

CHLORHEXIDINE

+ve charge

A **broad-spectrum** anti-bacterial agent that has been shown to be **highly effective** at reducing plaque and **gingivitis**

This is because it is **positively charged**, a feature which enables it to be bound and retained in the mouth for several hours.

Teeth -ve charge

Chlorhexidine Side effects

Brown **staining** of the teeth, tongue

CHLORHEXIDINE

Paradontax mouthrinse

Ingredients:

Chlorhexidine
(Antibacterial)

Sodium fluoride
(Anti-cavity)

Used Twice Daily

Don’t exceed stated dose

Temporary discoloration warning

Colgate Plax mouthrinses

Ingredients:

Cetylpyridinium chloride (Antibacterial)

Sodium fluoride
(Anti-cavity)

+ k salt (depolarization)

Sensodyne Gentle mouthrinse

Ingredients:

Cetylpyridinium chloride
(Antibacterial)

Sodium fluoride
(Anti-cavity)

Potassium chloride
(Depolarizing agent)

Biorepair mouthrinse

Micro repair
(hydroxyapatite)

Occlusion

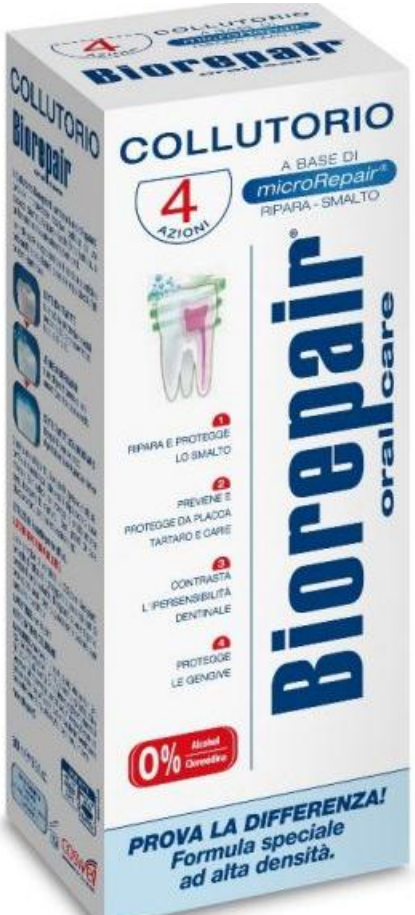
High Viscosity for greater adhesion to the teeth

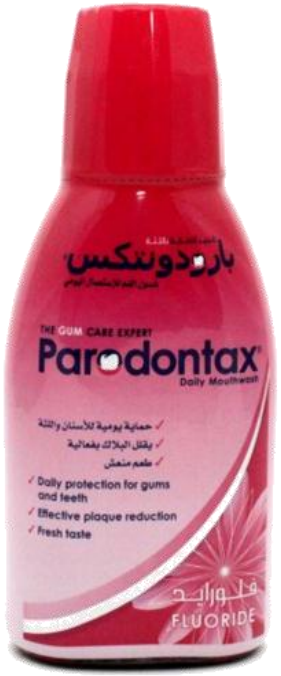
CPC
Fluoride
K salt

CPC
fluoride

hydroxyapatit

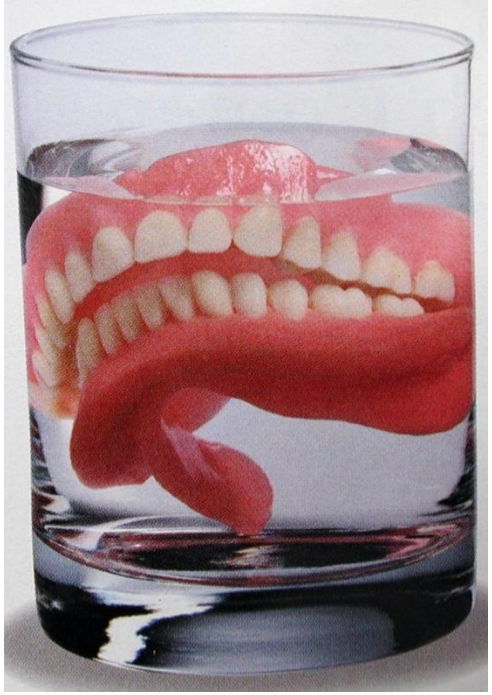
Chlorhexidine
fluoride





Artificial dentures

Cleansing tab
(Oral hygiene)



Denture fixing cream

Artificial dentures

Cleansing tab
(Oral hygiene)

Denture fixing cream

النهار
عبد الرحمن بلّق

Baby care

Baby care

- Milk powder formula
- Cereals
- Biscuits
- Baby tea
- Feeders
- Diapers
- Baby umbilical care
- Baby &body hair care
- Nappy care

Breast feeding

- Breastfeeding is recommended up to 6 months of age

- From 6 month up to two years is recommended breastfeeding with complementary food.

- New born should be nursed 8-12 times every 24 Hrs.
- Crying is a late indicator of hunger.

Breast feeding

- Breast milk provides **the ideal nutrition** for infants. It has the perfect mix of vitamins, protein, and fat
- Breast milk contains **antibodies (immunoglobulin)** which prevent the infection
- Breastfeeding **reduces your** baby's risk of having **asthma or allergies**
- Breastfeeding has been linked to higher **IQ scores** as it contain ARA & DHA
- Breastfeed infants are more likely to gain **the right amount of weight** as they grow rather than become overweight children
- The AAP says breastfeeding plays a role in the prevention of SIDS **(sudden infant death syndrome)**

Breast feeding (for mother)

- Breastfeeding **burns extra calories**, so it can help you lose pregnancy weight faster. It releases the hormone oxytocin, which helps your uterus return to its pre-pregnancy size and may reduce uterine bleeding after birth.
- Breastfeeding **lowers your risk of breast and ovarian cancer**.
- Breastfeeding saves **you time and money** Since you don't have to buy and measure formula, sterilize nipples, or warm bottles,

Why some mothers choose baby milk formula?

- Due to mother has some disease
- Due to mother take some medicine not suitable during breast feeding
  eg. Cimetidine , methotraxate , bromocriptin , nicotine ,metronidazole,….
- There is unsuitable supply of breast milk
- Infants have galactosemia & lactose intolerance
- Personal preference

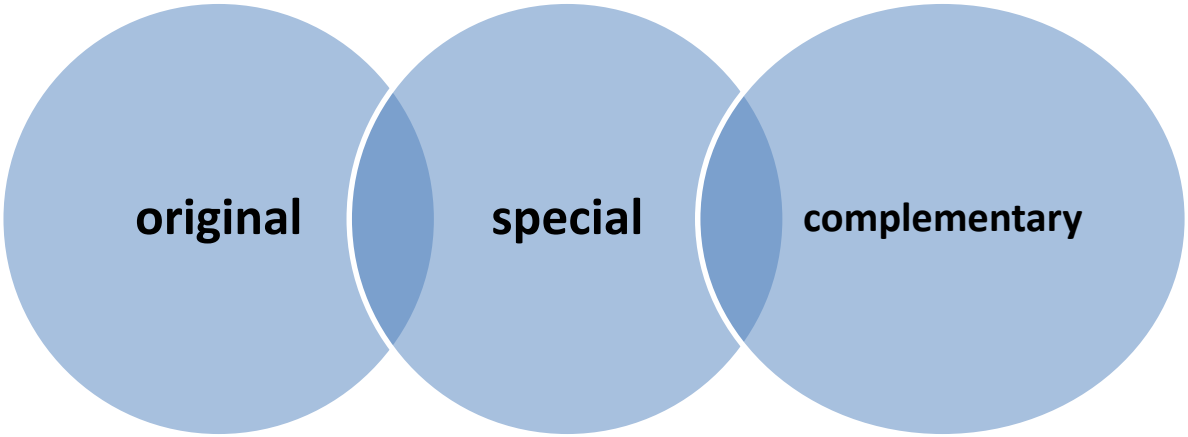
Cow milk

Cow milk increase mortality for baby less than 1 year

Baby Milk Formula

- Cow milk modified by
  - Removing the butter fat
  - Adding vegetable oils and carbohydrate
  - Modification of whey-casein protein ratio
  - Adding vitamins, minerals, and other nutrients such as amino acids, fatty acids,
  - Adding prebiotic & probiotic which improve digestion

Baby Milk Powder Formula



Main components of milk powder

- Proteins
- Fats
- Carbohydrates

Baby Milk Powder Formula

protein

There are two types of protien

Whey protein

60%

- Rapid digestive protein

Casein protein

40%

- Slow digestive protein

Baby Milk Powder Formula

fats

Long chain poly unsaturated fatty acid **(LCPUF)**

- **DHA** (docosahexaenoic acid) produced from alpha linolenic acid essential fatty acid

- **ARA** (arachidonic acid) produced from linoliec acid essential fatty acids

DHA & ARA for eye & brain development

↑ **Intelligence** **(IQ)**

Baby Milk Powder Formula

carbohydrates

The main component is lactose

All products contain lactose except LF products & soya products

Lactose

- Source of energy
- Increase absorption of minerals e.g iron , zinc & calcium

Comparison between human milk , milk powder & cow milk

	Human milk	Milk powder	Cow milk
protein			More protein
whey	60	60	20
casein	40	40	80
Tendency to allergy	low	low	high
Calcium to phosphorus	2 :1	2:1	1:1
digestion	rapid	rapid	slow

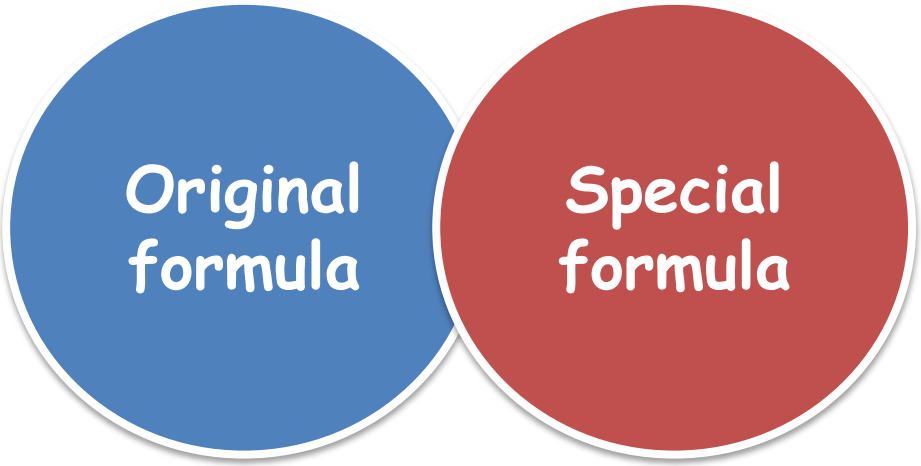
Breast milk contain 5 times poly unsaturated fatty acids (ARA & DHA) than cow milk

Baby Milk Powder Formula

General Rules :-

- No. 1 means from 1st day after delivery up to six months (except Nido 1 , pedisure milk)
- No. 2 means from 6 months up to one year
- No. 3 means that over 1 year up to 3 years
- No. 4 (or kids) over 3 years

Baby Milk Powder Formula



- Premature infants & low birth weight
- Allergy from cow milk
- Diarrhea & lactose intolerance
- Regurgitation
- Colic & gases
- Constipation
- Soya milk (galactosemia , lactose intolerance &protein intolerance)

Baby Milk Powder Formula

Premature formula

Preterm formula

Formula for low birth weight & premature infants

- Premature infants is the birth of a baby of less than 37 weeks gestational age.
- For infants less than 1.5 KG (low body weight)
- This formula contain high content of protein ,minerals & vitamins.
- Not used for baby above 2.5 KG (to prevent risk of vitamin toxicities)

Baby Milk Powder Formula

HA formula

Cow milk Allergy

Wheezing
Eczema(skin rash)
abdominal pain &colic

Breaking the protein into amino acids

to reduce allergy to milk protein

Baby Milk Powder Formula

LF , FL or AD

For infants suffering from diarrhea & lactase deficiency

- used during diarrhea & after stopping diarrhea change to original formula

During diarrhea use lactose free formula as lactose increase diarrhea

- Lactose intolerance (lactase deficiency)

Lactose → **Lactase enz** → Glucose + galactose

Stool acidity test

→lactic acid in stools due to undigested lactose

Baby Milk Powder Formula

Regurgitation AR

- Digestive system of baby not fully developed
- **AR formula** contain starch or natural gum which thicken the formula and prevent reflux of milk

Baby Milk Powder Formula

Colic & gases

Gentle , comfort & EC Formula

- Low lactose (less colic)
- High whey protein (rapid digestion)
- Pre biotic

Aptamil comfort

Sign of colic

- Loud crying often 15 min after feeding
- Legs pulled up to chest

Baby Milk Powder Formula

Constipation

IT

improved transfer for constipation

Ac

Anti - constipation

Increase lactose &mg

Novalac AC - anti colic

decrease lactose

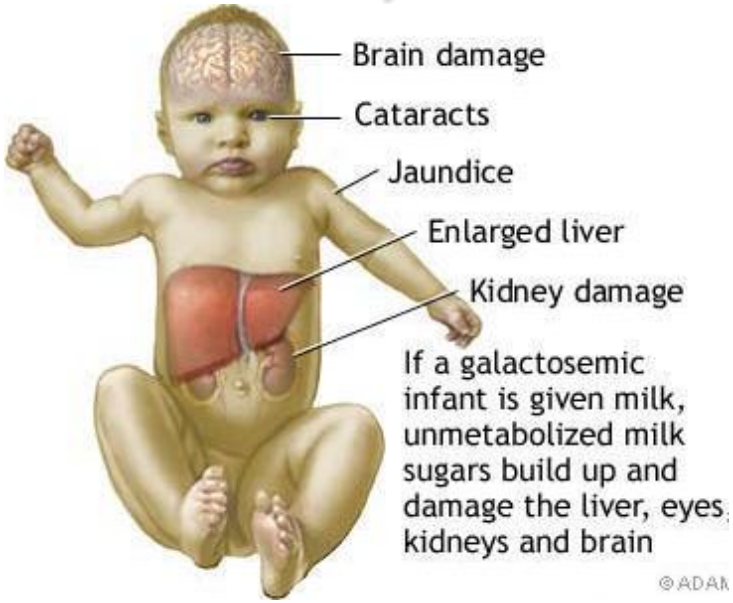
Baby Milk Powder Formula

Soya milk (soya protein +sucrose)

- For galactosemia
- For lactose intolerance
- For cow protein allergy

Lactose → Lactase enz → Glucose +galactose → metabolization

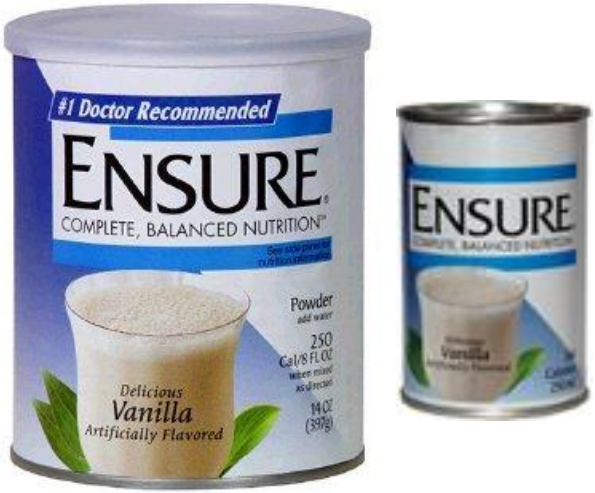
Glucose +galactose → **No** metabolization (galactosemia)



Galactose level more than 13 mg per dl

Baby Milk Powder Formula

Balanced nutrition formula



- They may be powders or liquids.
- For weight gain
- Recovering from illness or surgery,

- Some formulas are suitable for pregnant and lactating women

As they contain
multi vitamins and high calcium content.

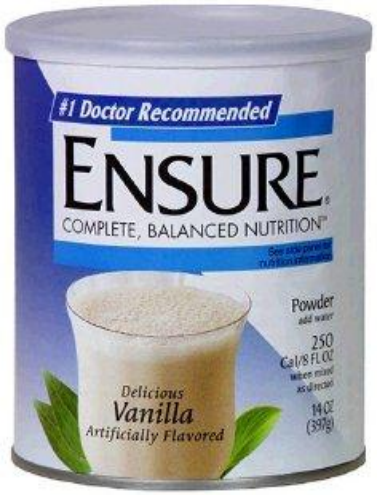
Balanced nutrition formula

- Some formulas are suitable for diabetic patients

As they contain
Low carbohydrate content.

- Some formulas are suitable for children over one year (1-10 Y)

Balanced nutrition formula



Cereals

Benefits of cereals

- High source of energy
- Contain iron & vitamin
- Preparation to introduce **Solid food** to baby

When the baby reaches **6 months** we begin to introduce the solid food for him

- **1st stage** begin with easily digested food like wheat or rice
- **the second stage** we can introduce cereals that contain honey, dried dates, fruits , vegetables,…….
- **In the 3rd stage over 8 months** we can introduce cereals that contain small parts of fruits & dates .

Be carful when introducing solid food for a baby with galactosemia.

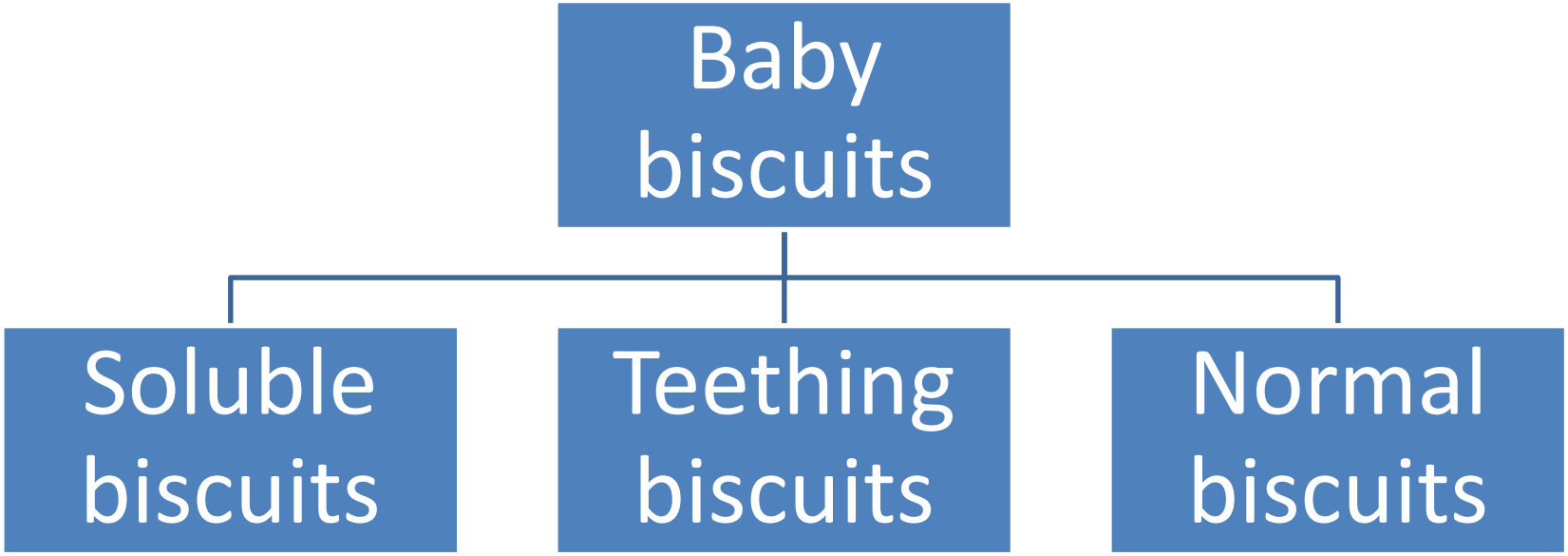
Cereals

Sahha
الصحة
Rice Cereal
Rice & 6 Fruits
Rice with Milk
Wheat
Wheat & 4 Fruits
Wheat & Banana
Isomil
Preparado para lactantes
Polvo
CONTENIDO NETO:
℮ 400 g

Nestlé
CERELAC
سيريلاك
Wheat قمح

Nestlé
CERELAC
سيريلاك
قمح وعسل
Wheat & Honey

Nestlé
CERELAC
سيريلاك
قمح وقطع تمر
Wheat & Date Pieces


Baby biscuits
Soluble biscuits
Teething biscuits
Normal biscuits

Soluble biscuits

- For infants from **4** months of age
- Dissolve in milk
- Introduced to baby through cereal feeder
- Contain vitamin &minerals

Gluten free

Teething Biscuits

Hard rusks &can help the teeth to penetrate

Normal Biscuits

They are ideal for babies learning to **hold & eat food**

Baby herbal drinks

Baby herbal drinks (tea) are used mainly as carminative and anti spasmodic .

They contain purified Chamomile , Fennel or mixture of herbs.

Chamomile
Sedative effect

Fennel
Carminative &antispasmodic

Fennel
Thyme
Mint
anise

herbal
Carminative &antispasmodic
cough sedative

Baby Feeder

Choose the size of the bottle which is suitable for the baby age. (60 ml -120 ml-180 ml-250 ml)

- Plastic & glass bottles
- Cereal feeding bottles
- Anti-colic bottles
  decrease the amount of air are taken during baby feeding
- Non invertible baby cups

Cereals feeding bottle

glass feeding bottle

Non invertible baby cups

Baby nipples

Nipple classified according to

- Different shapes
- Different flow sizes
- Different types of material (silicon-latex): silicon less flexible & more durable

standard nipple

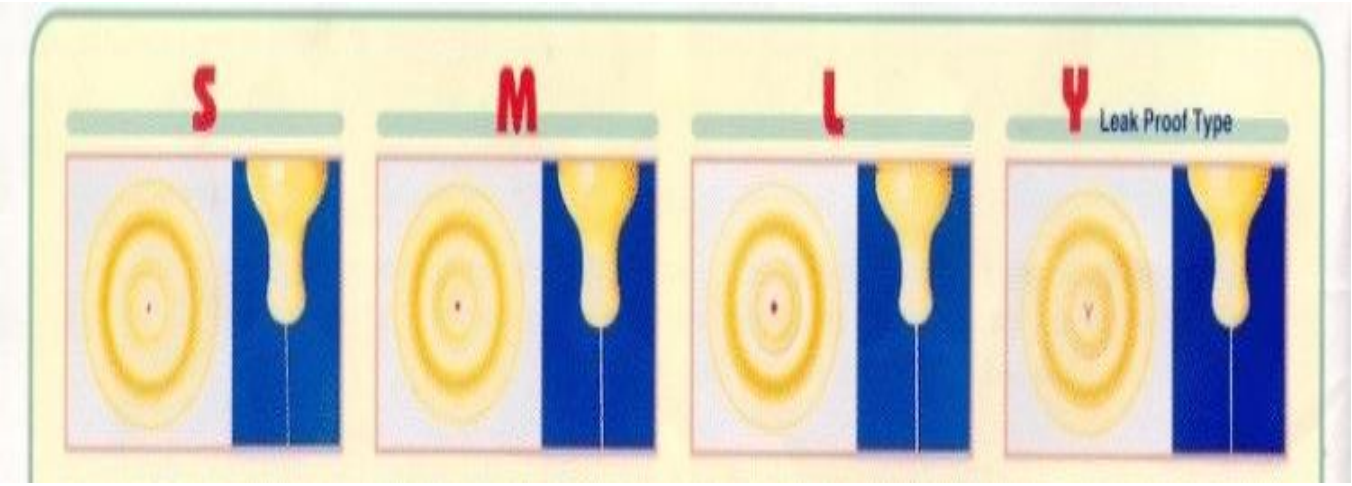
Peristaltic nipple

Cleft palate nipple

Baby nipple

According to hole (flow size)

S	from 0-3 month
M	from 3-7 month
L	more than 7 month
Y	for juice



Milk powder dispenser

Is used for outdoors

Nasal aspirator

Is used to clean baby nose

Special brush is used to clean bottles & nipples.

Breast bump is used to collect mother milk

1- Electric breast bump
2- manual breast bump

collected milk is refrigerated in clean bottle for 72 Hrs or at room temp for 6 Hrs

Nipple shield

Is used for cracked nipple

Baby sterilizer

Is used for sterilization of baby bottles& nipples

Baby monitor

Joy care baby monitor

Baby feeders & cups

For cracked nipple

Baby Diaper

(baby diapers – baby panty)

Pampers – Babyjoy – Moony – Bambi Sanita – Huggies – Fine – Baby care ….

Ultra soft soft like cotton

Sizes

1
(2 - 5 kg)

2
(3 - 6 kg)

3
(4 - 9 kg)

4
(7 - 18 kg)

5
(11 - 25 kg)

6
> (16 kg)

Absorbent layer in the front of the boy & in the middle of the girl

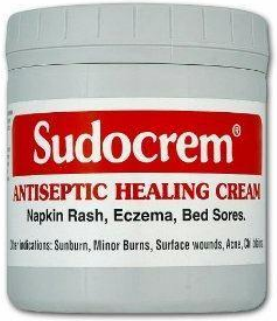
Baby Diaper Rash

Diaper rash due to

- Occlusive effect of diapers
- Contact of urine to skin
- Unsuitable hygiene

How to prevent

- Frequent diaper change
- Gentle washing
- Protective cream



Nappy care

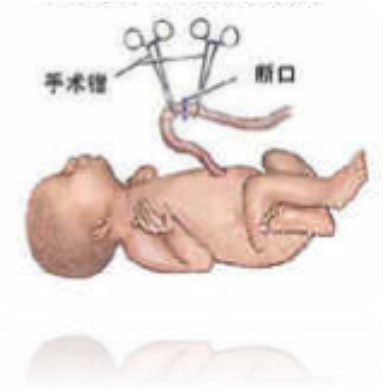
- It is important to apply a physical barrier like **Zinc oxide** to prevent urine and faces from reaching the baby skin that will lead to nappy rash

ZN Oxide(physical barrier) prevent urine & faces from reaching The baby skin (prevent nappy rash)

Nappy care

Water paste

Baby umbilicus



Baby umbilicus

- Baby umbilical stump must be kept clean and dry
- Fold the baby's diaper below the stump so it's exposed to the air and not to urine until the stump falls off (10-21 days)
- Use alcohol swaps to clean the umbilical stump
- Local topical antibiotic powder or cream is applied after cleaning the stump
- Special baby umbilical belt is used to keep the stump in its natural position.

LADY CARE

- BODY HAIR
- INTIMATE CARE
- NURSING MOTHER CARE
- BREAST CARE

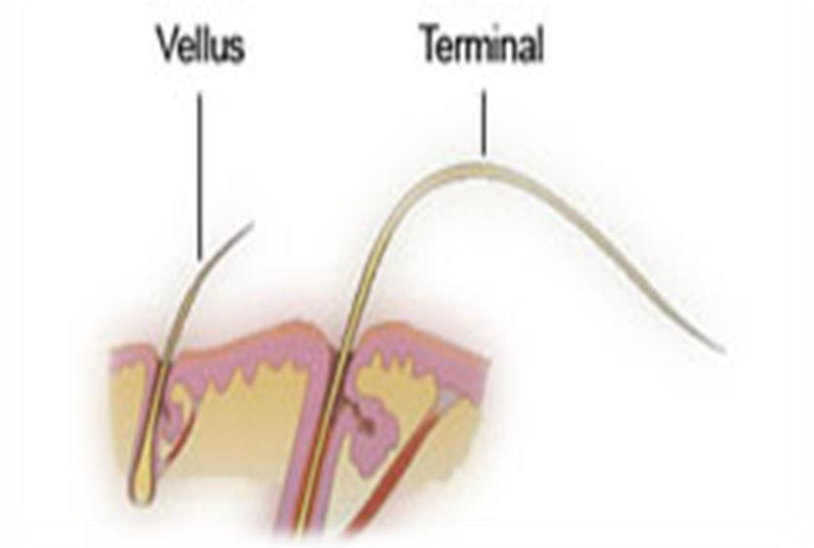
BODY HAIR

VELLUS HAIR

- Short, smooth
- transparent or light pigmented
- most of women body
- Men pre-pubertal stage

TERMINAL HAIR

- deeply rooted long coarse
- highly pigmented
- most of man body
- head & pubic area of women



Hair removal facts &terms:

Permanent hair removal

- a year after without having to use another method of hair removal.
- hair follicle's unable to regenerate hair.
- *Electrolysis* the only proven method.

Long-term hair removal (Semi-permanent hair removal)

- 6 months.
- hair follicle's unable to regenerate hair.
- Laser & IPL

Hair reduction vs hair removal

- fixed reduction in hairs no.

HAIR REMOVAL METHODS

Temporary methods

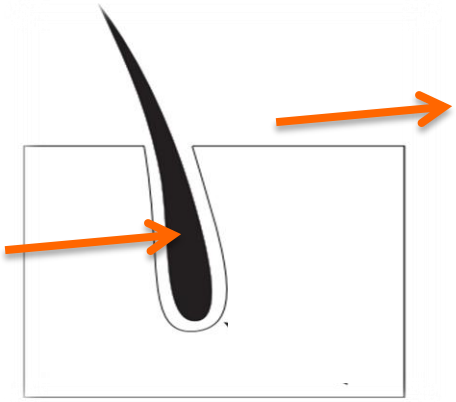
DEAL WITH THE HAIR

DEPILATION

(REMOVING HAIR SHAFT ONLY)

EPILATION

(REMOVE ENTIRE HAIR FROM ROOT)

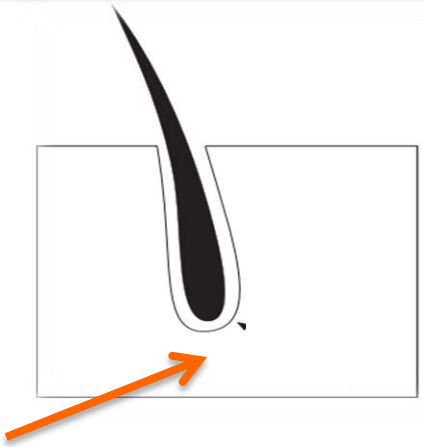


Permanent methods

DEAL WITH PAPILLA

LASER

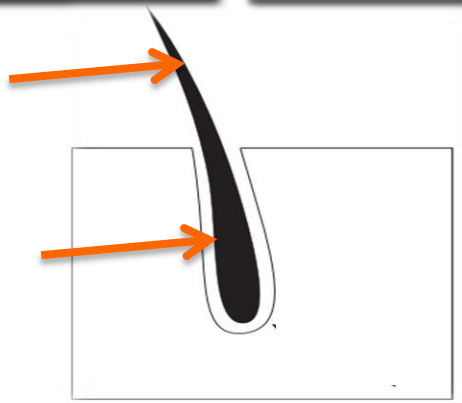
ELETCROLYSIS



HAIR REMOVAL METHODS

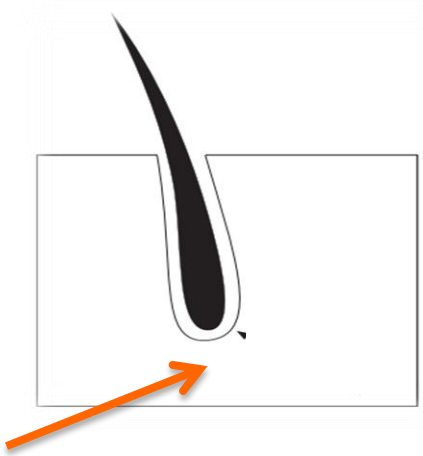
TEMPORARY METHODS

Depilation	Epilation
Shaving (trimming)	Rotating epilators
Depilatories	Waxing-sugaring
Friction	Threading

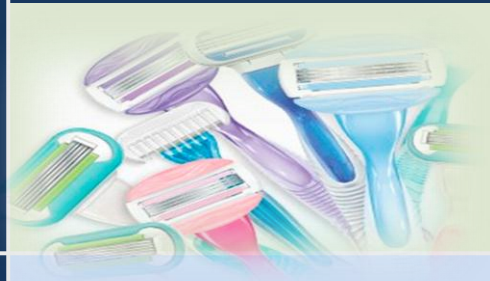


PERMANENT METHODS

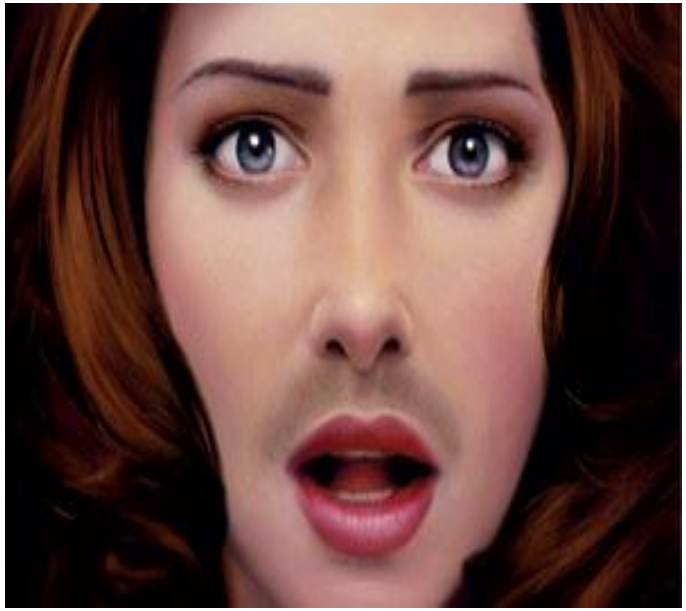
permanent	Semi-permanent
Electrolysis	Laser



depilation

	Trimming (shaving)	depilatories	friction (sand paper)
			
(mechanism)	cut	Alkali denature keratin protein	erosion
duration	Days (1-3)	Days (7)	days
advantage	• Cheap • no pain	• Cheap • no pain. • better result.	• Cheap • no pain. • between sessions. • big area. • Exfoliation.
Disadvantage	• Inflammation , cuts . ingrown hair . • shadow , coarse hair.	• bad odour. • allergic reaction. • weak on coarse hair. • shadow.	irritation if on face, bikini area

Razor Bump



NEW!
WORKS WHILE YOU SHOWER
Veet
In-Shower Hair Removal Cream

NEW formula!
Veet
Big Basket
NORMAL SKIN
Hair removal cream
Lotus Milk & Jasmine Fragrance
3 minutes

Veet
Spray On
Hair Removal
Cream
Normal Skin

Velvet Touch
Natural
Facial
Hair Remover
Gently Buffs Away Facial Hair
Instantly and Easily
No Mess
No Chemicals
Facile à utiliser
Sans produits
chimiques

3-pack
Velvet Touch
Depy
Face

3 PAK
Velvet Touch
Sensitive
Bikini Line
Ligne Bikini
Natural
Produit naturel
Velvet Smooth
Velouté
Gently
removes
unwanted
hair.
Éliminer
en doucer
les poils
superflus

Deluxe 3 Pak
Velvet Touch
hair
remover
mitten
Leaves Legs Hair-Free
& Silky Smooth
Pour des jambes
épilées et veloutées
No Pain
No Chemicals
No Mess
Indolore
Sans produits
chimiques
Facile à utiliser
NEW
NOUVEAU

Epilation

	epilators	Waxing& sugaring	plucking (tweezing)
(mechanism)	20-60 rotating tweezers	Hot resin when cool catch hair & grasp it away	
duration	weeks	weeks	weeks
advantage	• Fast. • big area. • hair reduction.	• Exfoliate. • big area. • Hair reduction.	• eye barrows , (control).
Disadvantage	• pain , folliculitis	• pain, folliculitis	• pain , folliculitis

folliculitis

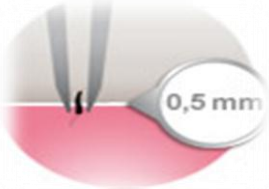
Women Epilators

Features of women epilators

- No. of heads
- Chargeable or not
- Exfoliant head
- Wet &dry
- Tweezers(number)

i- EPILATORS (MACHINES)

trimming



Close-grip technology

speed

exfoliate

exfoliate

Wet & Dry

pivoting head

cordless use & fast Rechargeable

smart light

High Frequency Massage Skin comfort

soft lift tips

10/25/2015

NEW IMPROVED SHAPE!
Veet
EasyGrip™ Ready-to-Use Wax Strips
With Aloe Vera for Dry skin
8 wax strips + 2 perfect finish wipes
Very effective even on short hair
Better Grip, Perfect Results

Veet

Hair removal customer education

cleansing before - after

cool , sooth, ***FUCIDIN H***

Depilatories customer education

wash by cleanser (not soap) & dry well before -after

avoid exfoliates , shaving or waxing

only recommended time

Bikini area caution

Epilation customer education

let hair be long enough

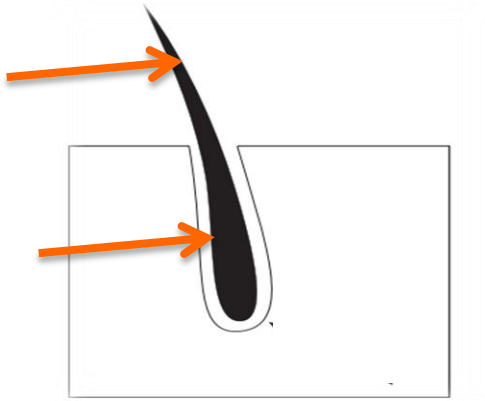
in waxing apply it in hair grow direction

TEMPORARY METHODS

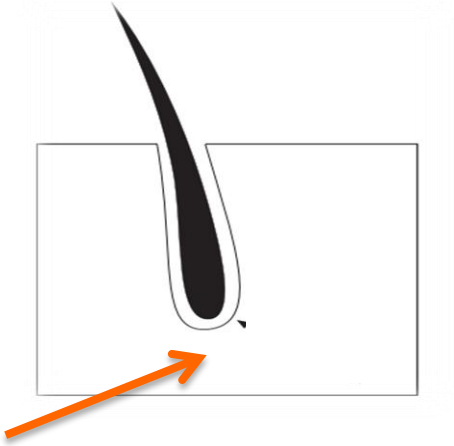
	DEPILATION			EPILATION			
	Shaving	depilatories	friction	tweeze	Epilators	wax	thread
Lasting	Days	days	days	weeks	weeks	weeks	weeks
shadow	√	√	√	x	x	x	x
Pain	x	x	x	√	√	√	√
Exfoliate	√	x	√	x	√/x	√	x
Allergic	x	√	x	x	x	x	x
Bad Odor	x	√	x	x	x	x	x
Entire hair R.	x	x	x	√	√	√	√
Good with time	x	x	x	√	√	√	√

HAIR REMOVAL METHODS

TEMPORARY METHODS



PERMANENT METHODS

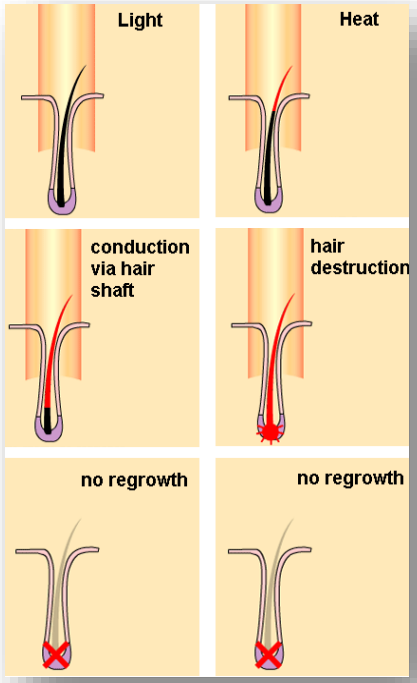


2- LASER (PERM. HAIR REDUCTION)

3- FLASH LAMP (IPL) (PERM. HAIR REDUCTION)

How work …?

- laser ***TARGET*** dark (H. melanin) >>> thermal - mechanical damage of papilla.
- Only on ***anagen*** phase.
- act better on light-skinned-dark hair because the melanin absorbs more light.



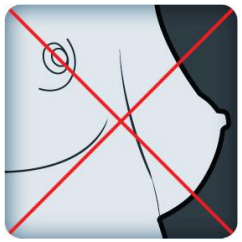
Is light-based depilation suitable for everyone?

Light based hair removal is not suitable

On light blonde, grey or red hair

On very dark skin (type VI)

On children <14 years old



On nipples

For pregnant women

During breast feeding

Within 48h after sunbathing

2- LASER (PERM. HAIR REDUCTION)

3- FLASH LAMP (IPL) (PERM. HAIR REDUCTION)

- *6 month*
- *long time .. big area*
- *money , maintenance*
- *inflammation , redness*
- *affect only highly pigmented hair*

PROPER METHODS

FACE

1- WAXING
2- EPILATORS (CAUTION)

AVOID SHAVING
AVOID DEPILATORIES
AVOID FRICTION

BIKINI

1- DEPILATORIES
2- WAXING
3- SHAVIN

AVOID FRICTION

LEGS –ARMS-BACK

1- WAXING
2-EPILATORS
3- FRICTION
4- SHAVING
5-DEPILATORIES

EYE BROWS

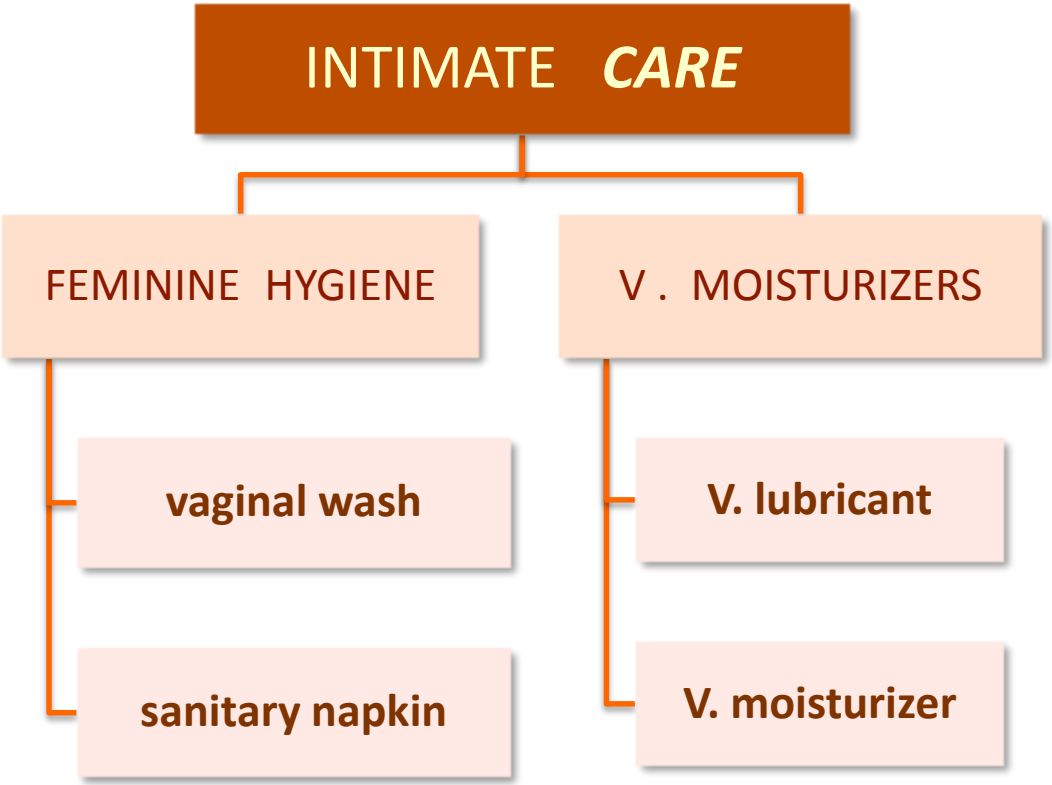
THREADING

EAR

WAXING THE BEST

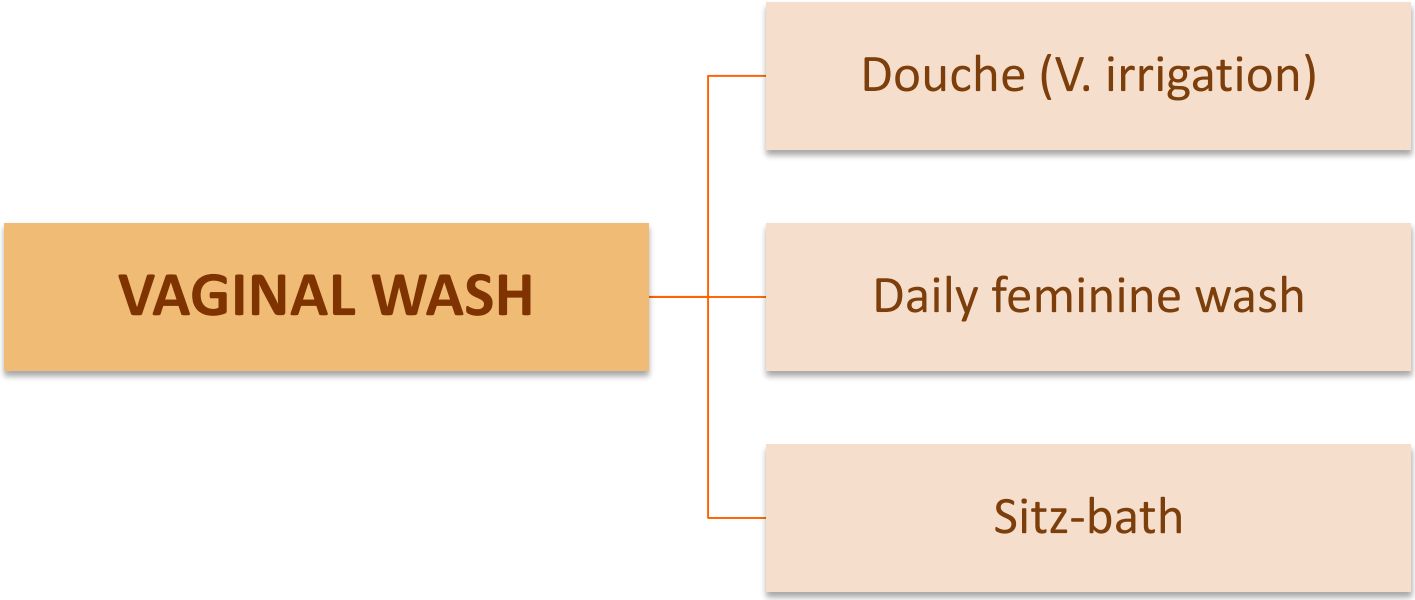
NOSE

NOSE TRIMMER



Intimate care definition :

personal care products used by women during menstruation, vaginal discharge, and any functions related to the vulva.


VAGINAL WASH
Douche (V. irrigation)
Daily feminine wash
Sitz-bath

INTIMATE CARE

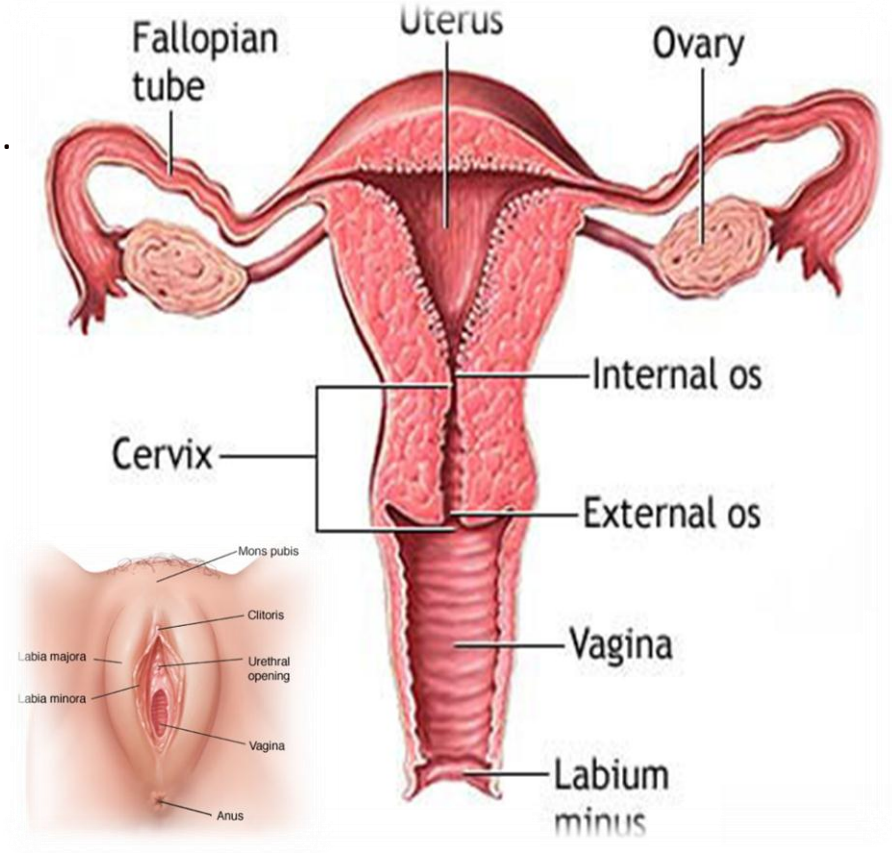
Vagina

connects uterus to the external body surface.
So .. susceptible to infection …. and need special care …
(feminine hygiene)

Vaginal discharge

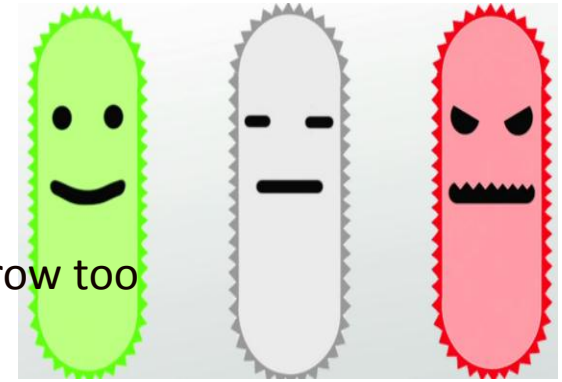
mucous acidic discharge clean vagina
(like saliva) ..

At infections this discharge change in its characters.



Estrogen maintain V. fluid and keeps healthy vaginal lining, thick, elastic.

INTIMATE CARE



vaginal mutualistic flora , ***Lactobacillus A.*** … keep vag. PH acidic (3.8 – 4.4) keeping yeast & harmful bacteria (commensal flora) -under control.

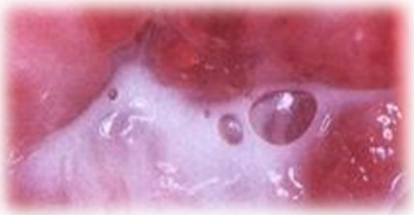
When PH change we miss the balance… harmful bacteria & yeast grow too much lead to … candidiasis & bacterial vaginosis or trichomoniasis

Candidiasis

thick, white ,cottage cheese discharge & itching

bacterial vaginosis & trichomoniasis

white to yellowish thin milk like discharge & bad odor (fish smell)



1- vaginal wash

Douching

washing out vagina by water .. vinegar, baking soda (vagil), or iodine (betadin)

1-FOUNTAINE SYRING

2- VAGINAL BULB

NB.

Avoid transferring intestinal bacteria into the vagina,
the same bag must not be used for an enema and a vaginal douche.

1- vaginal wash

Daily feminine wash

Soaps , shower gel & douching can damage the vagina's natural acidic protection...

Women vulva (most sensitive part of women) need certain cleanser (Daily feminine wash).

1- vaginal wash

Daily feminine wash

Requirements for Daily feminine wash :

- ***Antimicrobial :*** Chlorohexidine
- ***Keep vulva PH balance 3.8:*** lactic acid , citric acid .
- ***Mild amphoteric cleanser:*** Betains .
- ***Soothing-anti irritant :*** Aloe-vera , chammomile, cocoa butter , allantoin .
- ***Refreshing :*** not strong-scented.

1- vaginal wash

Daily feminine wash

Men & women

1- vaginal wash

Sitz - bath

sitting in water that covers the buttocks and hips , so that many people call it ***a 'sits bath'.***
warm water allows more blood flow to the affected area, promoting healing and comfort.

1- vaginal wash

Sitz - bath

- (hydrotherapy theory) (so that safe & popular) (medicine-free)
- Betadine ,herbs , salts (***PILO-BATH ,ZARA , BREATH***),baking soda or vinegar can be added**.**
- Ideal usage is alternating 3 to 5 times bet. a hot bath for minutes and an cold bath for 30–60 seconds is soothing.

2- sanitary napkins

absorbent material like (cotton, cellulose) pad … worn to absorb blood of menses , vaginal surgery , abortion .. known as sanitary pads, sanitary napkins.

Disposable sanitary napkins

2- sanitary napkins

TYPES & CRITERIA	NORMAL	MAXI/SUPER	NIGHT	MATERNITY	PANTY LINER (daily)
use	menses normal days	menses starting	over night	birth , abortion , surgery	daily discharge , spoting ,incontinence
length	normal	longer	longer	longest	normal
absorbancy	√ √	√ √ √	√ √ √ √	√ √ √ √	√
wings (fixation)	√x	√x	√x	x	x
bulkiness (ultra thin) for trousers	√x	√x	√x	x	√
products	kotex , always , private	kotex , always , private	kotex , always , private	relax , lotus , cinderella	carefree, kotex

2- sanitary napkins

NIGHT

MATERNITY

NORMAL

ULTRA THIN

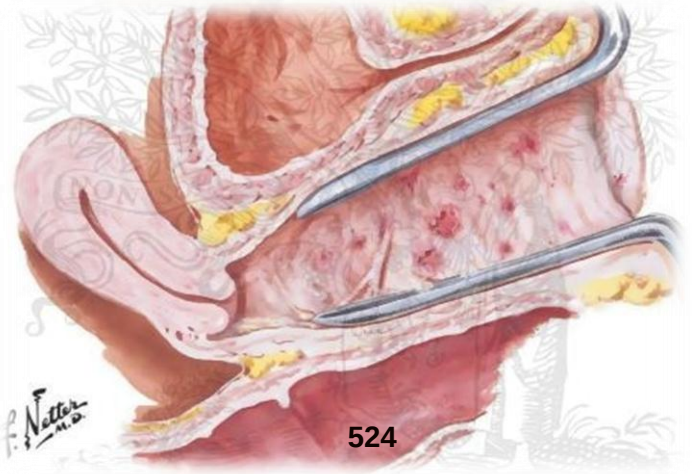
PANTY LINER (daily)

2- sanitary napkins

Tampon: cotton or rayon mass inserted into vagina during menstruation for menstrual fluid absorption

VAGINAL DRYNESS

lead to itching, burning, and painful intercourse & bad uncomfortable sensation.



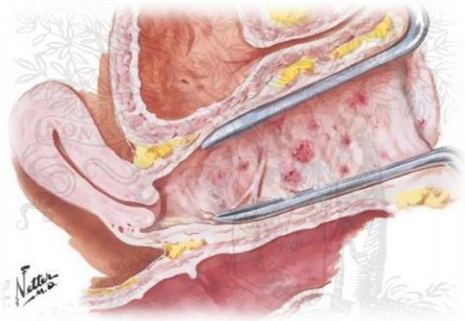
VAGINAL DRYNESS TREATMENT

1-estrogen systemic & topical replacement (menopause women)

2- vaginal moisturizing.(long term)

3- vaginal lubricants.(temporary)

4- warm water sitz-bath may be helpful in relieving symptoms



	V- moisturizer	V- lubricant
function	Lasting moisturizing make the vagina pliable, elastic.	Occasional lubrication
use	V. dryness in menopause, breastfeeding, stress	intercourse, doush, v.ovules
Types	- water-based (the best & less irritable). - silicone-based (lasting a little longer) - oil based	- water-based (the best & less irritable). - silicone-based (lasting a little longer) - oil based
varieties	Medicated - Unmedicated	normal - flovered - warm -tingle - lasting …
dose	2-3 times/week	Occasional
differentiation	polymers , polysaccharides high conc. (Aloe, chamomile, soy, vit E, cocoa, xylitol	
products		

water based vag. moisturizers

Twice weekly

PJur

med

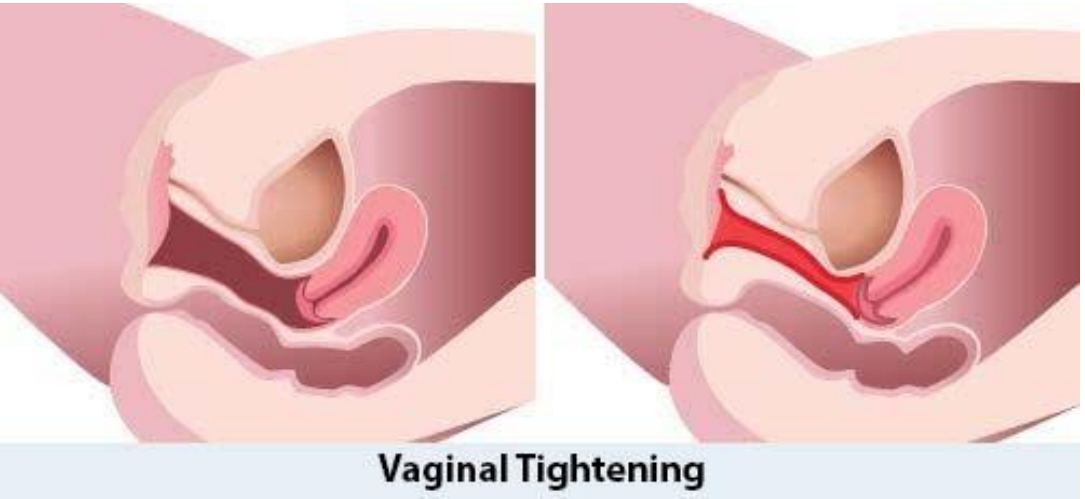
Silicon based lubricant

water based lubricant

Requirements of good personal lubricants & moisturizers :

- Mimic PH (3.7-4.5) .
- Water based.
- Clear& odourless.
- Non-irritants.
- Compatible with condoms & diaphragm.
- With soothing natural ingredients. (moisturizers)

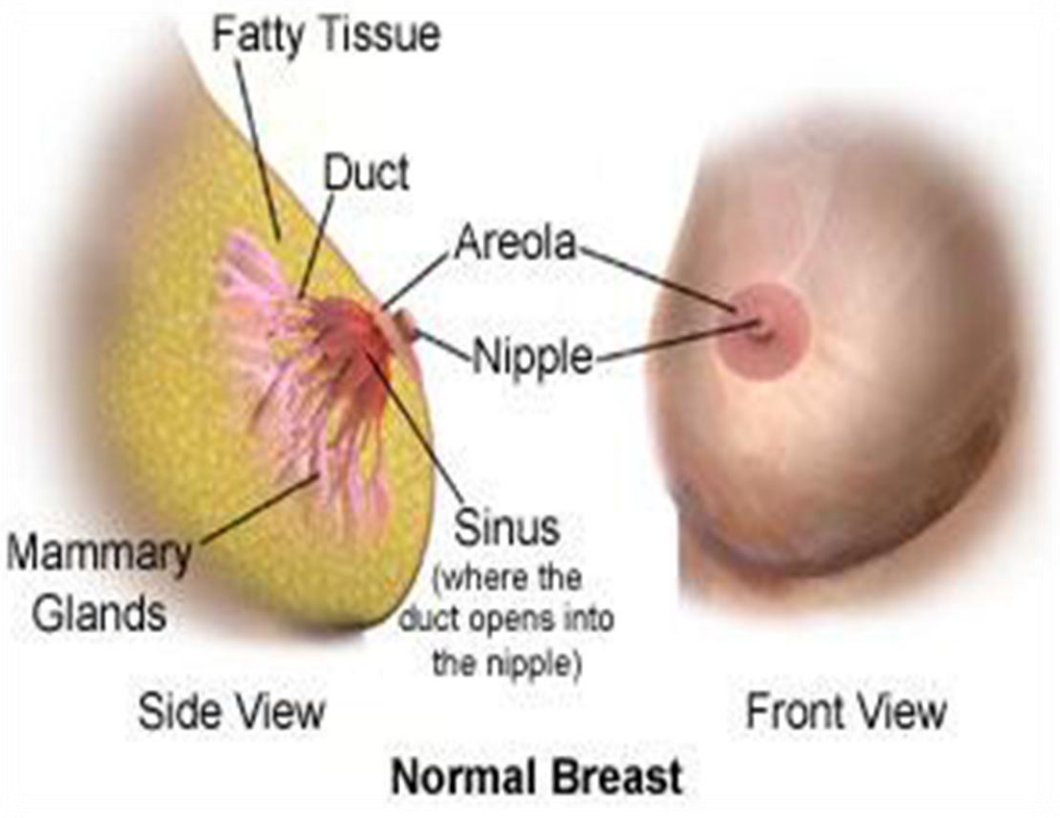
HI- men GEL
Vaginal tightening



NURSING MOTHER CARE

- PUMPING
- NURSING MOTHER BREAST CARE
- NURSING MOTHER SUPPORTS

I - PUMPING


Fatty Tissue
Duct
Areola
Nipple
Mammary Glands
Sinus
(where the duct opens into the nipple)
Side View
Front View
Normal Breast

I - PUMPING

Bi phasic expression

Baby breast feed in a technique which is :
1st rapid low vacuum sucking to trigger milk leakage
then 2nd slow deep sucking for big amount flow.

Pumping Idea

Breast pump **idea NOT sucking** milk out of the breast….

Breast pump's job is **to trigger the milk-ejection** response by suction ..

Breast pump mimic baby technique

I - PUMPING

Why mothers need a Breast Pump?

I - PUMPING

Manual Breast Pumps

For a single feeding such as when a woman is away from her baby

Advantages

- Small.
- Inexpensive.

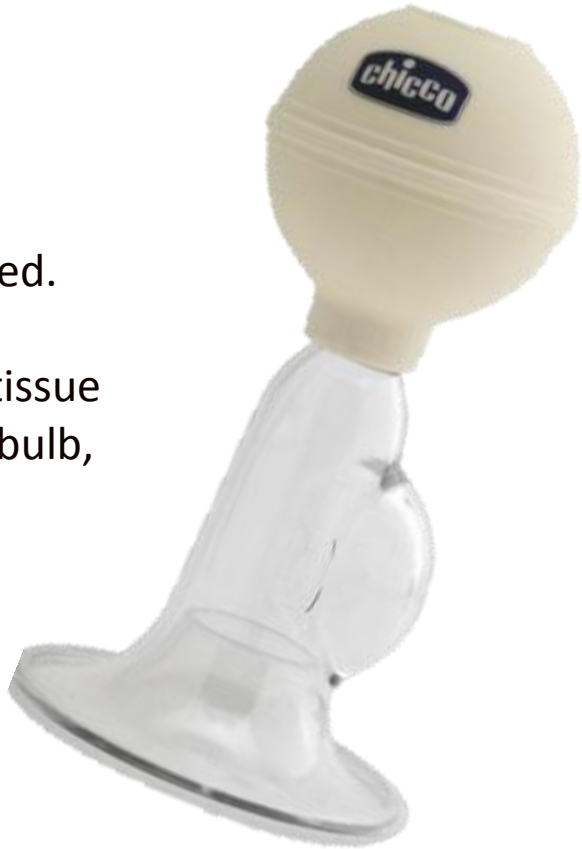
Disadvantages

- Significant effort to provides all the power
- No sufficient stimulation and emptying of the breast.

I - PUMPING

"bicycle horn" manual pumps not be used.

Though cheap, they can damage breast tissue and grow bacteria in the rubber suction bulb, which is difficult to clean.



I - PUMPING

Meni-electric Breast Pumps (Battery Powered)

Once or twice a week

ADVANTAGES

- Adjustable suction.
- Small enough to carry in lunch bag

DISADVANTAGES

- 30-40 minutes to pump
- Rechargeable batteries are highly recommended

I - PUMPING

Electric Breast Pumps (Battery Powered)

2-4 times daily .

ADVANTAGES

- Speed control.
- Programmed (biphasic expression).
- Time saving
- Pumping both breasts at the same time

rise milk making hormones.

DISADVANTAGES

- Cost

I – PUMPING

Storage of Breast milk for home use *

I - PUMPING

Storage of Breast milk for home use *

Breast milk	Room temp.	Refrigerator	freezer
Freshly expressed into a closed container	6–8 hrs (26ºC or lower).	No more than 72 hours. Store in back, where it is coldest	3 months in freezer (–18°C) 6–12 months in deep freeze (–20°C**)

Australian breast feeding association.

- If milk warmed once should not be refrigerated or frozen.
- Use stored breast milk as soon as possible, regardless of the storage life.
- Before pumping warm breasts with a steamed towel, and massage them to open the milk ducts.

II - NURSING MOTHER CARE

- PUMPING
- NURSING MOTHER BREAST CARE
- NURSING MOTHER SUPPORTS

II – NURSING MOTHER BREAST CARE

BREAST PADS

Requirement for good breast pads:

- Soft , lined by cotton or hemp .
- cup shaped so better fit.
- Breathable; moving moisture away from body .
- have a sticky pad to stay put in the bra
- High absorbency

II – NURSING MOTHER BREAST CARE

BREAST PADS

normal breast pads

hydro-gel pads
Sooth nipple.

lanolin breast pads
heal sored nipple

II – NURSING MOTHER BREAST CARE

NIPPLE SHIELD

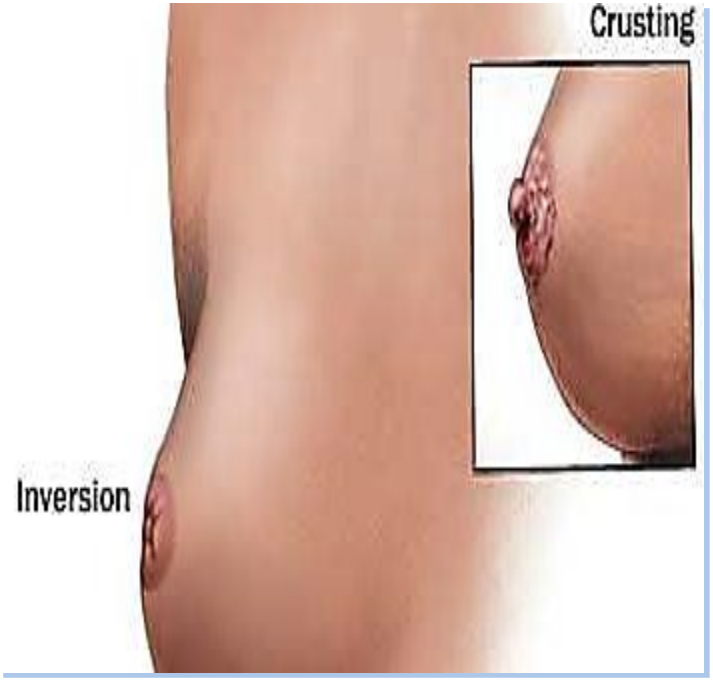
when nipple shields are used :

- Small or inverted nipples .
- cracked or sored nipple.
- Babies who used to the bottle teat.
- Weak sick babies have difficulty to latch on to the breast….

N.B.
Nipple shields use should be temporary; the aim is always to return to regular breastfeeding ..

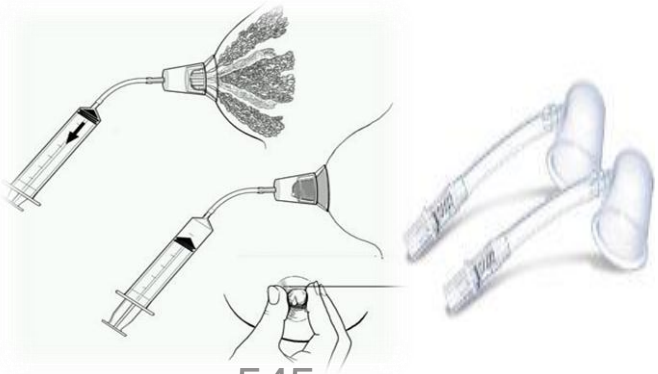
II – NURSING MOTHER BREAST CARE

Nipple puller



Inverted nipple Treatment :

- Surgery.
- Nipple puller.
- Nipple former shell



II – NURSING MOTHER BREAST CARE

NIPPLE OINTMENTS

Sore nipples (cracked nipple) causes :

- Incorrect latch-on.
- thrush.
- incorrect removal of the baby from the breast

Sore nipples (cracked nipple) treatments :

- Keep the nipple moisturized to be ready for baby latch-on.
- Nipple care ointments
- Nipple pads & nipple shield.
- Breast pumping

II – NURSING MOTHER BREAST CARE

NIPPLE OINTMENTS

II - NURSING MOTHER CARE

PUMPING

NURSING MOTHER BREAST CARE

NURSING MOTHER SUPPORTS

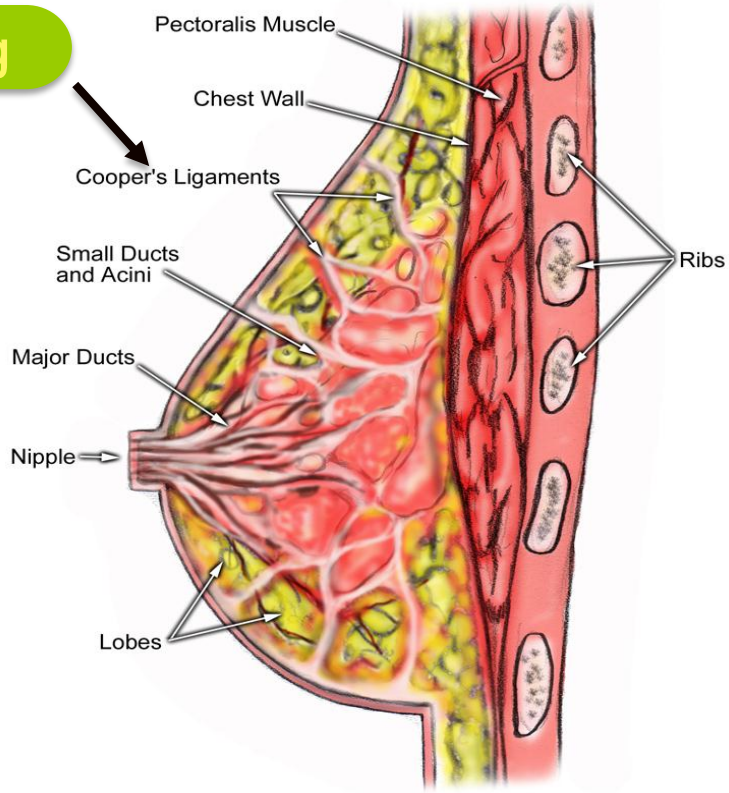
Breast sagging (ptosis)

Women breast appearance should be raised , firm, toned up & smooth but It is inevitable for adult breasts to sag over time, due to the effects of age and gravity

Coopers ligaments

responsible for structural integrity of the breasts

Firming



Breast sagging causes :

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